

Simplicity

fashion magazine for women who sew

spring's
right
fashion
news:
COLOR



50c

Pattern Book



STAR GAZER COTTON

MING LIN COTTON

PETTI LURE COTTON

New textured cottons by
parkling with rich surface
hat will bring new spirit
Charming additions to Indian
guaranteed quality fabrics.

Indian Head! 100% cottons
interest... in Spring colors
to your home-sewn fashions.
Head's distinctive family of
From \$1.29 to \$1.49 a yard.

Simplicity Pattern 3698

INDIAN HEAD
FABRICS



INDIAN HEAD MILLS, INC. • 111 WEST 40TH ST. • NEW YORK 18, N. Y. • ALSO MAKERS OF FAMOUS PEQUOT SHEETS.

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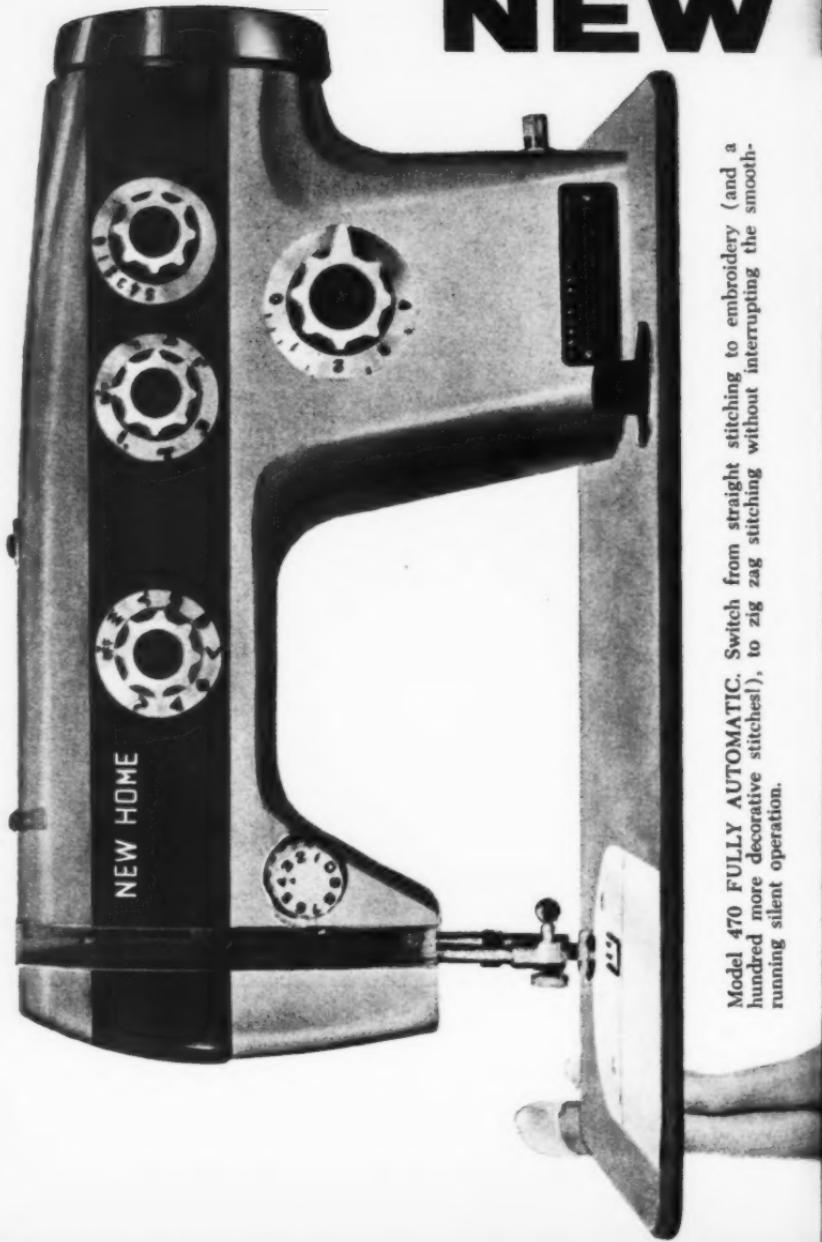


are you a Springmaid?

The naturally true colors of your cottons say yes! Springmaid picks them at their peak of freshness. Full-blown garden prints, crisp solids from wood and stream . . . patterns cultivated with care. This whole new feeling of nature, brought in-doors to make your sewing this spring a refreshing adventure. Still only 59¢ to \$1.49 per yard. At the finest stores in the United States and Canada or write Springmaid, 200 Church Street, New York 13, N. Y.

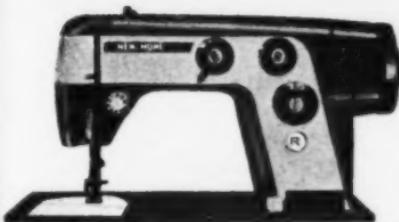


MATCHLESS APPEAL

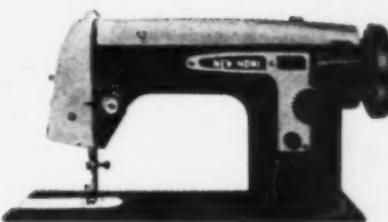


Model 470 FULLY AUTOMATIC. Switch from straight stitching to embroidery (and a hundred more decorative stitches), to zig zag stitching without interrupting the smooth-running silent operation.

HOME



Model 370 zig zag can do 1, 2 or 3 needle work. Embroiders and makes buttonholes automatically.



Model 270 combines sewing speed with perfect straight stitching in forward and reverse.

Perfection is the word for New Home!

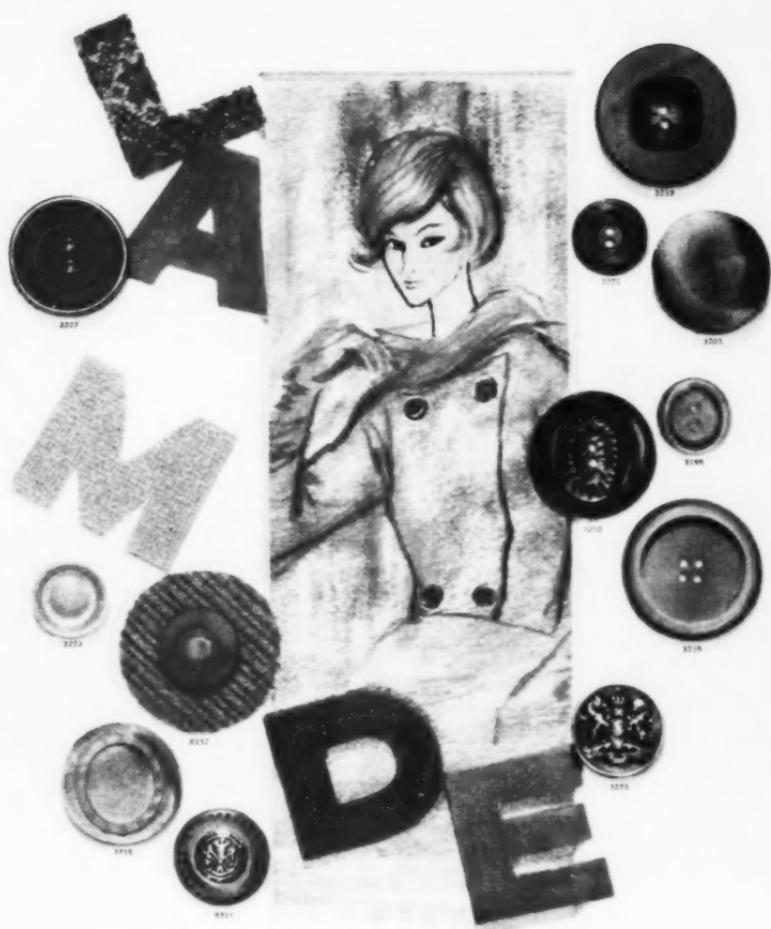
For more than a century—102 years, to be exact—the New Home name on sewing machines has been an assurance of quality, performance, beauty and value. Now, as always, New Home makes sewing an exciting experience with a complete line of sewing machines to suit every need and budget.

Write for free folder

the **NEW HOME**
sewing machine company

P. O. Box 25901 Los Angeles 25, Calif.





BUTTONS IN VOGUE ARE FASHIONED BY LA MODE

These smartly designed buttons can be found in most shops in attractive self-service displays . . . made by La Mode to make your shopping easy. Look for these new Spring buttons at your favorite store . . . or write to us! B. BLUMENTHAL & CO., INC., 1372 Broadway, N. Y. 18, N. Y., 939 So. Broadway, Los Angeles, Calif. Also creators of famous Le Chic staple and fashion buttons.



Roan
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way
all. T
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SIMPLICITY PATTERN NOS. 3395 & 3384



AT HOME ANYWHERE IN THE WORLD

Roamin' through a Roman Market . . . these Dan River Wash and Wear Cottons look as though they never left home! They're *that* crisp, fresh and wrinkle-free! How do you keep them that way? Just wash them and dry them. They dry so smooth—most people don't iron them at all. The neat trick . . . Designer Cottons* made in **Wrinkle-Shed** with **Dri-Don*** by Dan River.

DAN RIVER WASH & WEAR COTTONS

All fabrics designed and woven in the U. S. A. by Dan River Mills, Incorporated, Danville, Virginia. *Registered Trademark for Dan River Mills' Wrinkle-Resistant Wash and Wear Cottons.

PHOTOGRAPHED IN ROME BY HOWELL CONANT FLY  BOEING JETS FOR YOUR "HOLIDAY ABROAD"®

NOW! THE ARISTOCRATIC FEEL OF SILK WITH THE WASH-AND-WEAR OF DACRON!

Pussywillow Fabrics



Light up your wardrobe with Rosewood's new fabrics of Dacron! Choose from brilliant Habutae prints, richly colored batistes, the most elegant Surahs you ever touched. The colors stay true through thick and thin! And each fabric has the aristocratic feel of silk...the wash-and-wear of 100% Dacron. Always look for the Gold Pussywillow tag—it means the finest fabrics in Dupont's newest type 62 and 64 Dacron!

#DACRON IS DUPONT'S
POLYESTER FIBER



Pussywillow Fabrics by
ROSEWOOD

1410 BROADWAY, NEW YORK, N. Y.

The fabrics featured in the adjoining Dupont advertisement are PUSSYWILLOW. ➤



Bring your
wardrobe to life...
washable prints of
100% "Dacron"
with the glow of silk

POLYESTER FIBER

*Glow, glimmer, feel
gloriously alive in new
prints of 100% "Dacron"**
polyester fiber. They have
the radiance of silk but
are free of care. They
machine wash, need
little or no ironing,
skip wrinkling. Make
every inch of you feel
beautiful.*



Better Things for Better Living
...through Chemistry



CHARITY PATTERN 4775

GLOVES OF DU PONT NYLON BY SUPERB. HAT BY SALLY VICTOR.

"Dacron" is Du Pont's registered trademark for its polyester fiber. Du Pont makes fibers, not fabrics or fashions shown.

Ride the new wave in Fashion with Laces and Ruffles Galore!

More women sew with



*trimmings than any
other brand*

Yes, ruffles and trimmings have come into their own . . . and now the up-to-date, on-the-go younger gal's wardrobe has lots of frills and furbelow. Dainty rufflings bring favorite dresses into this fashion trend . . . new-outfit your fashion conscious sub-teener in ruffles by Wright's. Wright's laces and trimmings are easy-to-sew, easy-to-care for . . . long-wearing, too. Look for Wright's at your favorite store or sewing center.



FOR YOUR FREE LEAFLET on how to keep your daughter's wardrobe fashion-smart send self-addressed stamped envelope to Dept. S-2, WM. E. WRIGHT & SONS COMPANY, West Warren, Massachusetts.

for you
who enjoy
looking
more beautiful

Imported
Irish
FLAXSPUN linen

wrinkle resistant • preshrunk • guaranteed fast colors

FROM THE MCBRATNEY DIVISION OF BLACKSTAFF LINENS, INC., 15 WEST 37TH STREET, NEW YORK CITY.



PARIS ORIGINAL MODEL BY NINA RICCI

What is zig-zag sewing?

It's what lets a woman breezily pick a designer pattern with "complicated insides." (Zig-zag snips hours off inner finishing and facings.)

Zig-zag is how you sew smoother seams in drapes, believe it or not... and give Johnny's corduroy shirt a new elbow that doesn't stick out like a sore thumb.

It's the modern way to sew on buttons

—add years to the life of every seam.

It's what the SLANT-O-MATIC® Machine by SINGER (with its exclusive Slant-Needle) does easier—and better—than any other machine. Come in and find out about this zig-zag way to sew.

SINGER SEWING CENTERS



Listed in your phone book under
SINGER SEWING MACHINE CO.

*A Trademark of THE SINGER MANUFACTURING CO.

Freshest cottons going—Avondale! Sew-wonderful for family fashions and home decorating, so beautifully color-coordinated, from sheerest chambrays to toughest denims, in patterns and solids. All are Perma-Pressed, 100% cottons (selected American) that stay fresh through wash and wear, need little ironing. Be sure to ask for Avondale cottons at your favorite store.

AVONDALE PERMA-PRESSED® COTTONS

For pattern number write to: Avondale Mills, Inc., Comer Bldg., Birmingham, Ala.



Moygashel linen, nature's own fibre, is the natural favorite of top designers. Plan *your* resort fashion itinerary in Moygashel. It's cool, colorful and chic; can be found at all fine fashion fabric stores. Hamilton Adams Imports, Ltd., 24 W. 40 St., New York.

MOYGASHEL



FLAXTWEED 127 LINEN TWEED



SANDHURST 190 PRINTED LINEN



HOLLOWAY 313 EMBROIDERED LINEN



ROEDEAN 188
EMBROIDERED LINEN

DRESS IN SIMPLICITY PATTERN #3747

DRESS SANDHURST 156 PRINTED LINEN

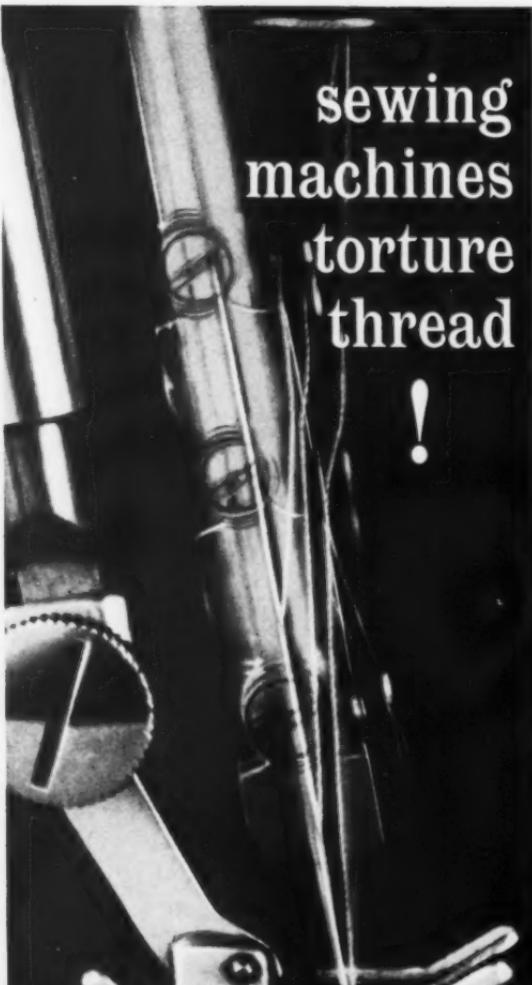


Sew with Estron...reap the prettiest fashions in Cohama fabrics for Spring. Estron acetate adds such a wealth of drapability and richness to the newest fabrics for every occasion.



Left: Simplicity Pattern 3748 in "Dresden Jacquards" of **cotton and Estron acetate**. Your choice of 14 colors. Right, Pattern 3642 in "Request," a textured weave of **rayon and Estron acetate**, 23 colors. Estron is the trademark for Eastman acetate fiber. Only the fiber is made by Eastman, not the fabrics shown.

EASTMAN CHEMICAL PRODUCTS, INC., SUBSIDIARY OF EASTMAN KODAK COMPANY, 260 MADISON AVE., N.Y. 16



sewing machines torture thread

!

Did you know that thread rubs back and forth through the needle up to 65 times before it becomes a stitch? Ordinary threads are weakened, snarl and split. Belding's Bel-Waxed thread can take this torture! The exclusive pre-waxing process gives thread glide through needle and fabric . . . reduces breaks and snarls, puts strength into every stitch.

aren't
you glad you
use **Bel-**
Waxed
THREAD

**Belding Corticelli**

1407 BROADWAY, N. Y. 18, N. Y.

AT LEADING THREAD DEPARTMENTS EVERYWHERE.

10



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TMAN C

10 East" with ESTRON "55" . . . the silk look for Spring. Add a posh touch to your sewing. ESTRON "55" acetate makes this pretty print flow like silk, cut and drape like magic.



Belding Corticelli "10 East" prints of 100% ESTRON acetate, in all the most popular Spring colorings. Shown, Simplicity Pattern #3829. ESTRON is the trademark for Eastman acetate fiber. Only the fiber is made by Eastman, not the fabric.

EASTMAN CHEMICAL PRODUCTS, INC., SUBSIDIARY OF EASTMAN KODAK COMPANY, 260 MADISON AVE., N.Y. 16

Sew it with Ship Ahoy and you've got it made! Your fashions look fresher, wear longer, live-and-launder easier...and they cost less too. You'll find beautiful bountiful Ship Ahoy cottons at your favorite piece goods counter. Newest stripes, dots, florals, geometrics...and fresh-

color solids to coordinate with them! The quality's thoroughly Riegel, mercerized, Sunforized®, true wash and wear. Sew a spring fashion for the whole family. At your favorite fabric store or write Riegel Textile Corp., Dept. M, 260 Madison Ave., New York 16.

Riegel's eyevieTM of Ship Ahoy Cotton



'You'll
like
Riegel
fabrics
that
make
fashion'

The
Sun
printing
Corporation
16
on

Have you seen
this
demonstration?



1 It was all packed up in a bag for 36 hours—and it's ready to wear at a moment's notice. **2** What you see is light-as-air, positively crush-less "Whipped Cream"—100% "Dacron"® polyester by Fabrex. **3** It's a great new Pocket Editions fabric—for smart

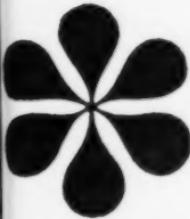
sewers who don't want to see a crease or a wrinkle all summer! At your favorite fabric store now. Fabrex Corp., 115 W. 40 Street, New York 18, N.Y.

Whipped Cream
By FABREX

FOR PATTERN NUMBER, WRITE FABREX.

*DU PONT TRADEMARK





Coats & Clark's Zipper—the zipper that works even when you're in a hurry. It rides so smoothly it almost purrs. Notice those rounded little teeth. They're made by a remarkable (and wholly exclusive) process—they glide ever so gently, evenly and easily. What's more, there's a fashion plus that only Coats & Clark's Zippers give you—they are color-keyed by number to the famous O.N.T. Threads and Boiltex® Tapes and Seam Bindings. Insist on Coats & Clark's Zipper—in the round, plastic See-Thru package.

Coats & Clark's Zippers



*Fresh bouquets of button fancy . . .
finishing touch
for gay Spring fashions!*

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"FINE BUTTONS AND BUCKLES"

Bailey, Green & Elger, Inc., 136-146 Madison Avenue, New York 16, N. Y.



you do
the sewing...
water does
the ironing!

Belfast
self-ironing cotton



Imagine, beautiful new cottons that need no pampering. After you've sewn them, they're on their own. No time out for trips to the laundry or dry cleaner. No time-consuming home ironing. Belfast® self-ironing cotton irons in the wash. Wash any way you like, spin, drip or tumble dry, it always comes out ironed-to-wear. Wash it. Dry it. Wear it. The self-ironing properties of Belfast cotton never wash out. See the whole new collection in plains and yarn dyed fancies, color coordinated with the Milliken spring woolens. Milliken Woolens, Inc., 1045 Sixth Ave., New York 18, N. Y.

a Milliken fabric

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No more snags . . . no more jams. Yes, NO/SNAG guarantees you perfect zipping performance, time after time! Should any halt ever occur, a light pull in the reverse direction, and NO/SNAG is on its merry way again, instantly. Think of it—one application lasts a lifetime . . . the entire lifetime of the dress you sew it into! Extra bonus: it's Color-Mated® to STAR® MERCERIZED SEWING THREAD, for perfect coordination. Buy it at your favorite notions counter today.

HOORAY!

At last! A zipper that's
guaranteed snag-preventing,
smooth-running and trouble-free!

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no/snag
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CONMAR-AMERICAN CORP. 260 West Broadway, New York 13, N. Y.



be sequined

be spangled

be wittened

Look for **CRAFT HOUSE** packaged sequin braids at your local notion department and variety stores or write for the name and address of your nearest dealer.



Dorothy Flicker Industries, Inc.
5900 Northwest Highway
Chicago 31, Ill.



Yes, fashions have never sparkled with such excitement.

From **ROME** to **RIO**—**BOSTON** to **BEL AIR**, Madam will be swathed in sequins.

If you can thread a needle, you can be aglow in the new glittering fashions. **SEQUIN BRAIDS**, in a variety of styles and colors, are now available in one and two yard packages from 29c.



Spring—all color, all Silk

Only in Silk can color have this special inner radiance. All important in a Springtime when clear, pure color is everything. Take it to your heart—the new heart-stir of brilliance in Silk prints; the new illumined monotypes in textured Silks.

INTERNATIONAL SILK ASSOCIATION (U.S.A.)

THE UNCRUSHABLES

A trio of 1% Shrinkage-Controlled Interfacings and Underlinings

For complete swatchbooks and instruction pamphlets send 25¢ to



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WANTED



SUPER SIRI

NEW FORMITE-Z

ACRO

IN 50 STATES

CAN BE IDENTIFIED AS FOLLOWS:

SUPER SIRI: Wash and wear underlining for dresses and sportswear. 45" wide. 100% TOPEL, CURTAULDS' CROSS-LINKED RAYON FIBER. persoft, Soft and Firm Finishes.

FORMITE-Z: ALIAS: SHEER CANVAS. COLORING: White, Natural, Black. Versatile wash and wear interfacing for dresses and sportswear. 25" wide.

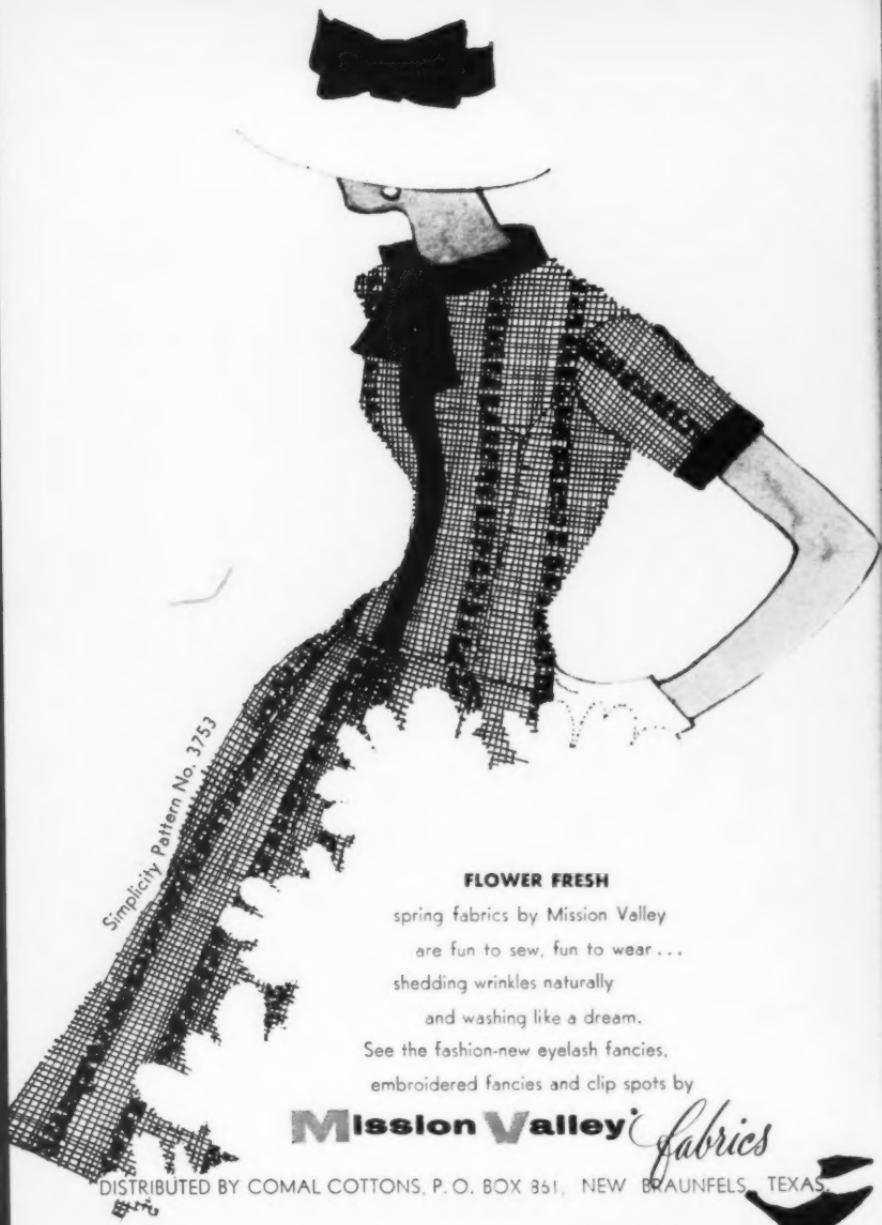
ACRO: ALIAS: ARMO. BIRTHPLACE: The malayas. One and only shrinkage-controlled goat canvas for heavier wash and wear garments. 1" wide.

THIS SOUGHT-AFTER TRIO IS ARMED

with superior ingredients for professional home sewing and is the deadly enemy of the "unwashables" (other interfacings lacking 1% shrinkage-control guarantee.)

LAST SEEN in leading designers' showrooms, on fabric counters and in classrooms throughout the world.

REWARD yourself with the most lastingly shrinkage-controlled and uncrushable garments by capturing this sure-fire threesome... specifically designed for use with all wash and wear outer fabrics... (excellent with conventional fabrics too!)



Simplicity Pattern No. 3753

FLOWER FRESH

spring fabrics by Mission Valley
are fun to sew, fun to wear...
shedding wrinkles naturally
and washing like a dream.

See the fashion-new eyelash fancies,
embroidered fancies and clip spots by

Mission Valley *fabrics*

DISTRIBUTED BY COMAL COTTONS, P. O. BOX 851, NEW BRAUNFELS, TEXAS.



PORTRAIT OF AMERICA:

"WINGING COLORS" IN SUTTAMATIC® COTTONS BY

Wamsutta

SEW WITH IMAGINATION! See every fashion mood become beautiful in fanciful, colorful prints and coordinated solid colors from WAMSUTTA's soaring springtime collection. Romantic dress and casual costume, both in superb WAMSUTTA Wainoise, with the famous Suttamatic automatic wash and wear finish. Available by the yard at finest stores everywhere. Both Simplicity patterns; right #3749, left #3741. WAMSUTTA MILLS, 1430 Broadway, New York 18, N. Y. Makers of famous Supercale® and Debucal® sheets, pillows and WAMSUTTA Heritage towels.

my dress "has button appeal"

MADE IN U.S.A. BY
DRESSES BY LILLIE RUEHL
OF MILWAUKEE

Costumakers
button appeal

buttons that button... buttons that trim

Linc Brothers, Inc., 250 W. 36th St., New York



Just like mommy...
I use **PELLON**® to keep the shape!

Ask for All-Bias Pellon non-woven interfacing for subtle shaping: Regular Pellon for firmer shaping—all Pellon is lightweight, porous, guaranteed washable, dry-cleanable. Get your free Pellon Sewing Guide at your fabric department or write to Dept. PS2, Pellon Corporation, Empire State Building, New York 1, New York.





QUALITY ASSURED
by *Prym*
FOR THAT PROFESSIONAL LOOK



new easy! ... AND SO
FASHION-RIGHT
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Prims

COVER-YOUR-OWN BUTTONS AND BUCKLES

PRIMS - when you want to look your very best!



WM. PRYM INC., DAYVILLE, CONN. • MONTREAL, CAN.
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relax...

for easier
sewing use

Pelomite!



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Pelomite minimizes pinning, basting; prevents shifting, puckering. Use Pelomite, new non-woven fusible fabric, in small areas—button holes, belts, zipper plackets, hems. Use porous Pelomite with woven or knitted outer fabrics. Washable, dry-cleanable. Ask for Pelomite where Pellon® non-woven interfacing is sold. Every garment you sew needs Pelomite! For free illustrated instructions write Dept. S2, Pellon Corp., Empire State Bldg., N.Y.C. 1

Pelomite ...easy to apply  just iron it down

If only fabric could stay this Springtime-fresh!

If only you knew—it *can!* Syl-mer®, Dow Corning's silicone finish, is the secret. Gives built-in protection from water-borne spots and stains, plus water repellency and wrinkle resistance. And Syl-mer makes fabric richer to the touch. Take these no-iron beauties by VALTEX, for example. Color never looked so confidently clean and clear, cotton never felt so luxurious. And it's all for keeps, thanks to Syl-mer. See the whole collection at your favorite fabric department—all the prints, all the solid colors, all identified by the Syl-mer tag.

DOW CORNING CORPORATION,
MIDLAND, MICHIGAN



Simplicity Pattern 3782
of all-cotton "Mam'selle" fabric
by



with Syl-mer.

Reach for...CRESTWOOD'S® COLOR ON THE ROCKS



CRESTWOOD'S multi-colored, multi-patterned assortment of Smart, New, Coordinated Springtime fabrics with the *Distinctive Hand-Loomed Look!*

Add bright, glorious color to *your* wardrobe this Spring . . . ask for brilliant COLOR ON THE ROCKS by CRESTWOOD at your favorite store — in yarn-dyed cotton and cotton blends, worsteds & worsted blends . . . many other fabrics.

For name and address of nearest store, write Dept. SS.

CRESTWOOD®

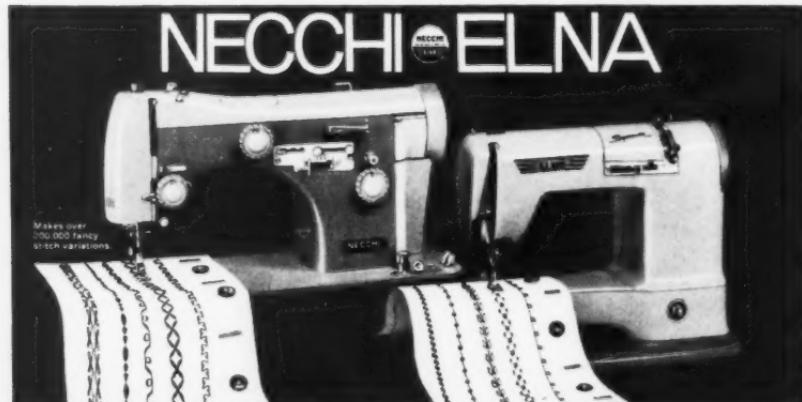
SALES CO., INC., 48 W. 38 St., New York 18, N.Y.



(because a Necchi or Elna is so easy to use)

And imagine, just \$30 puts a new Necchi or Elna in your home!

For your own peace of mind, before you buy any sewing machine, see and try a Necchi or Elna. Be convinced that these are the world's most advanced machines. Both embroider, monogram, sew on buttons, make button-holes, mend and darn—all automatically. The Elna Portable has the marvelous "free arm" that makes sewing sleeves and trousers so easy. Try it and you will settle for no other machine. Wide choice of beautiful cabinets.



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how to sew in seconds instead of hours !

"ALL-PURPOSE" WOVEN STAFLEX® INTERFACING TAILORS-BY-IRON IN JUST FIVE SECONDS!

It's the only iron-on fabric with a soft, supple hand that's right for all types of tailoring.

You cut Staflex to your pattern in the same direction as the outer fabric—to assure smooth and perfect drape.

Press firmly for five seconds to bond interfacing to the outer fabric. Absolutely no pinning, no basting. Nothing can ravel, buckle, fray or pucker—it's iron-smooth instantly!

Let your material cool before handling. Stitch Staflex in at seams. The most ticklish jobs are easy with Staflex.

Use with all fabrics—cotton, wool, synthetics...even the most difficult knits, velveteens and corduroys are easy-to-handle when fused with Staflex. (Before using with semi-transparents, test for show-through.) The interfacing gives stability and body.

People will call you a "pro" ...because Staflex tailors everything better. That goes for small details like buttonholes all the way to big jobs like interfacing or interlining. You'll like your results so much you'll hang out a shingle "Fine Tailoring While You Wait."

Your results are guaranteed, unconditionally. Complete satisfaction or your money back. Staflex is completely machine-washable and dry-cleanable. Also available... "Non-Woven Interlon®" for crisp effects.

Staflex

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Look for the Staflex Rack at favorite fabric departments everywhere.
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Beautiful Draperies in no time!

Inexpensive...Smart!



Restyle your bedroom or living room with a gay set of new curtains or draperies. Save so much by sewing them yourself. Easier than making a dress. For Conso® offers you all the ingredients—ideas, instructions, and lots of shortcut products for making and draping—among them Bestpleat®, which eliminates complicated measuring and sewing of pleats. Here's more information on Conso helps.

CONSO 1,001 DECORATING IDEAS—84 pages. Professional decorating ideas for every room. Simple sewing instructions. Many room settings in color.

CONSO BESTPLEAT®—makes evenly-spaced pleats in a jiffy! It's the pre-shrunk pleater tape with woven-in pockets that can't rip. Retains firmness after washing and dry cleaning. Just sew it to top of your fabric.

CONSO NIP-TITE® PLEATER HOOKS—they slip into Bestpleat's pockets. Result: immediate pleats with custom look. Hinged lock holds pleats firmly. Middle arm holds pleats evenly. Remove hooks—panel is flat for easy laundering.

CONSO THREADS—special heavy-duty, in decorator colors to match all fabrics.

CONSO TRIMMINGS—gay ball fringes, Greek key braids, and thousands of edgings for the inimitable decorator touch.

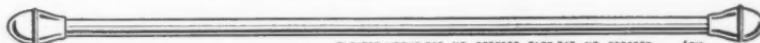
CONSO EVERGOLD® RODS—the only rod that won't tarnish or rust ever! Strong, light, easy to handle. Golden or platinum finish. Traverse rods, too.

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Conso
for the Decorator touch



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QUADRIGA CLOTH announces QUADRIGA PLUS

For you who like the feminine look of fine, soft cotton, choose time-honored QUADRIGA CLOTH with the famous NEEDLEIZED finish. For you who want the modern PLUS features of a wash 'n' wear finish that's crease resistant, choose new QUADRIGA PLUS. Both lines come in a wide range of fashion's newest patterns and colors that are gayer than Springtime.



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the nylon
tape fastener
you "touch
to close"®

VELCRO brings
you a change-about
apron dress
in this saucy
Simplicity Pattern
No. 3778. Here's
how VELCRO gives
you two designs in one
—simply peel the
VELCRO on the apron
skirt from the VELCRO
on the bib to separate
the two . . . just press
to join them. VELCRO
can be washed, ironed, dry
cleaned, cut to size. Use
VELCRO for skirts, blouses,
dresses and home furnishings, too.



Simplicity
Pattern
No. 3778



VELCRO Fasteners are also
available in Canada



VELCRO Fasteners are available at notions counters
of leading stores . . . in 11 fashion colors . . . in
pre-cut 9-inch lengths, or buy it by the yard. VELCRO
can be hand-sewn or machine stitched—no sewing
machine attachments needed.

For best results, always sew with STAR
Mercerized Sewing Thread.

The American Thread Company

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*Like moonlight and romance
or peaches and cream,
Woolens and silks are
a dream of a team;
And for each Carletex woolen
that may catch your eye
There's a silk that goes with it—
like ice cream with pie.*

*So keep silk in mind for
that touch of finesse:
For a blouse or as lining
or trim for a dress.
Use woolens by Carletex
and crown each creation
With coordinate silks from
Silk Fabrics Corporation.*

Carletex Corp.

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Cottons from
MOORESVILLE
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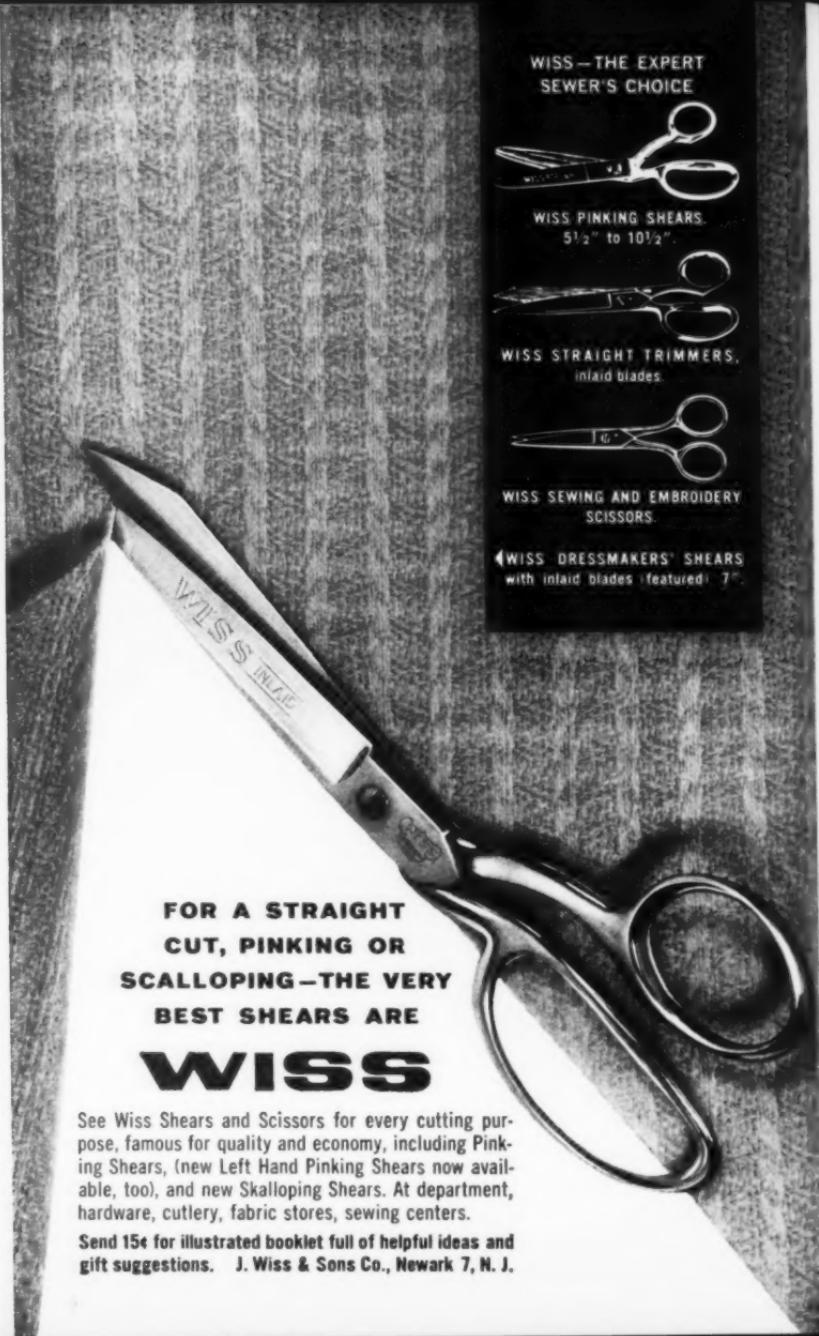


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ALL 3 M

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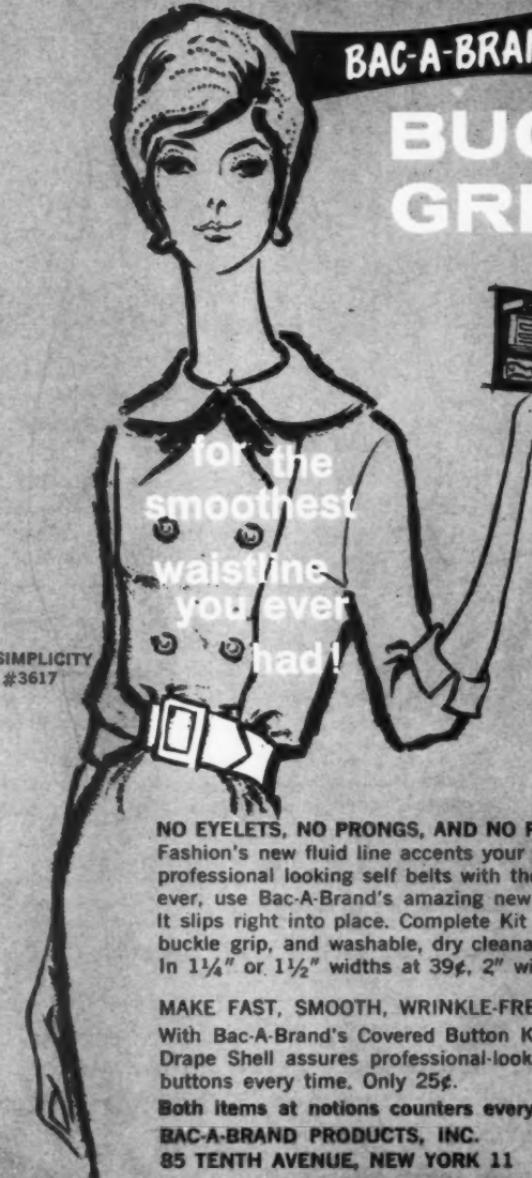
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Simplicity

*the fashion magazine
for women who sew*

REFERENCES

Spring's
bright
fashion
news
COLOR



Our cover: Spring's most buoyant color—a vibrant, clear pink—highlights the important costume look for the season: a slim, unsleeved sheath, jacketed in the newest, uncluttered manner with cut-away neckline and short, funnel sleeves. In silk douppioni, by Belding Corticelli, sewn with their own silk thread. Spectacular crystal buttons by LaMode. 3825, 11-18, 65¢. Striped hatting by Mudcaps. Aris gloves. Pond's gives Spring a new make-up, emphasizing a whitened skin with "French Lilac" lipstick and accentuated eyes. Photographed by Berujinsky.

ON APRIL 15TH
LOOK FOR SIMPLICITY'S
SUMMER ISSUE FEATURING:
MORE THAN 120
COOL AND PRETTY LOOKS

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SPRING 1961

PATTERN BOOK

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111

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TALON... fashion's finishing touch



Because our readers come from all four corners of the USA, plus Hawaii and Alaska, we've looked at Spring in a new way — a way that relates directly to your climate and how you'll want to dress for it. We know that your basic wardrobe will depend a great deal on the weather, and so we've lined up a whole collection of fabrics, from lightweight wools to cottons, then matched them to costumes, dresses and wraps—coordinated, region by region, for a bright and beautiful

SPRINGTIME U.S.A.



SPRINGTIME

U.S.A.





From Alaska
straight across the top
third of the USA,
North winds still blow
come springtime,
and a medium-weight
coat is almost a necessity!
We suggest that chamois
is both beautiful and
practical — here cut
fashionably full with a
new twist to the collar.
About \$40.90 to make
in Anglo 100% wool.
3786, 10-20, 65¢.

North:
nippy weather,
basic wardrobe needs

3786



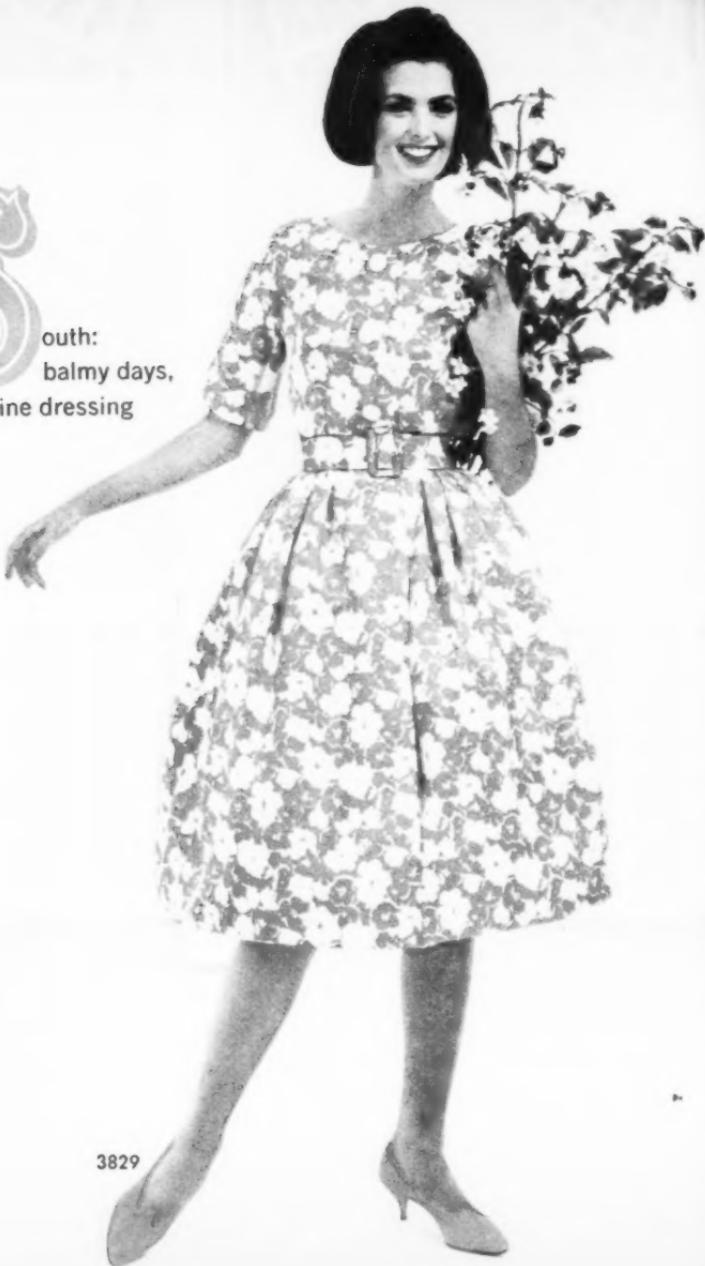
Basic to unpredictable spring weather — a costume both versatile and warm that coordinates in color to your outdoor wrappings. Our choice: a matching three-quarter coat and skirt of cocoa-and-white star-checked wool by Botany, with its own sleeveless overblouse in Cohama's Acrilan and rayon flannel. Armo interfacing. About \$25.20 to make. 3787, 11-18, 65¢.

3787

Backviews begin on page 218; yardages, page 221; shopping information, page 223

S

outh:
balmy days,
feminine dressing



3829

That sweet-and-lovely look, so often associated with the Southern girl, is a natural outgrowth of her traditional grace in entertaining. For any number of occasions, she'll choose softly molded dresses with full and floating skirts. Our choices: left, floral-printed afternoon dress, shaped to a bell skirt. Only \$20.90 to make in Pavillon pure silk linen. 3829, 11-18, 65¢ right, a sleeveless dress that lowers its waist. About \$15.60 to make in Stehli's pure silk linen. 3838, 11-18, 65¢.



3838

MANHATTAN



East:
cool
spring days,
citiified chic

3841

BROOKLYN

The Eastern woman likes to keep up on current fashion trends, loves two silhouettes, in particular, for spring — the wool coat with companion dress and the dress-jacket costume. We've done both in deep, bright blues: left, the cardigan coat, important for its funnel sleeves, welt-seamed yoking and bold, oval buttons. About \$22.80 to make in Fabrex worsted. Under it, a slim, cap-sleeved dress, about \$13.60 to make in Fabrex printed Dacron crepe. Both 3841, 11-18, 65¢. La Mode buttons. Right, a sleeveless dress with highly squared neck and bias skirt, importantly jacketed for collar interest. About \$41.30 to make in Anglo's nubby wool. 3830, 12-20, 65¢.



3830



West:

sunshine aplenty,
unhurried
relaxation

3815

Glorious weather, adventurous living and exciting scenery — characteristics of the West which call for adaptable and pretty clothes styled for outdoors.

Left: just such a dress, basically simple, but extremely good looking in design and fabric. About \$7.80 to make in Milliken's Belfast cotton. 3815, 11-18,65¢.

Right: bright and bare, pure silk surah swirls lightly about you. Only \$23 to make from American Silk Mills. 3794, 11-18,65¢. E-Z self belts.



Hawaii:

lush climate,
casual living

Inspired by the tropical surroundings of the Hawaiian Islands, these dresses seem to blend naturally with the easy life. Left, flower-abounding and rich in color, this straight sheath features a cool neckline and easy raglan sleeves. About \$7.60 to make in Loomskill cotton by Counter. Simple-to-Make 3791, 11-18, 65¢. Right, garlands of leis drifting on cotton satin are almost luminescent in color. This warm-weather dress, about \$7.50 to make in Ameritex fabric. 3749, 11-18, 65¢. Conmar zippers.

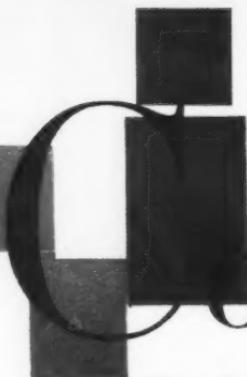


3791



3749

69



COLORS FOR SPRING 1961



Color has come alive this Spring, bringing you the most exciting and vital range ever offered! Its high key intensity has put a new vitality into all fabrics, highlighting every marvelous hue in the



spectrum, from pink
and lilac, to
yellow, blue and
green. Why not
bring yourself
alive—in color?





ARBUS



PINK



Fashion has fallen in love with Pink this spring, shooting it full of bright highlights, splashing it all over silks and cottons and adapting it, in a most feminine way, to another favorite — the shirtdress. From left to right, three variations of this silhouette, *all* cut from patterns proportioned for your individual fitting problems: the first, a neat one-piece dress with roll-sleeves from Wamsutta's cotton serge, 3754, 10-20, 60¢; the second, a shower of polka-dots sweetening a long-sleeved, full-skirted dress of Pavillon pure silk surah, 3796, 10-20, 60¢; third, a pink-on-pink, pleated dress of cotton satin by Wm. Anderson, 3580, 10-18, 50¢.

*Backviews begin on page 218;
yardages, page 221;
shopping information, page 223*

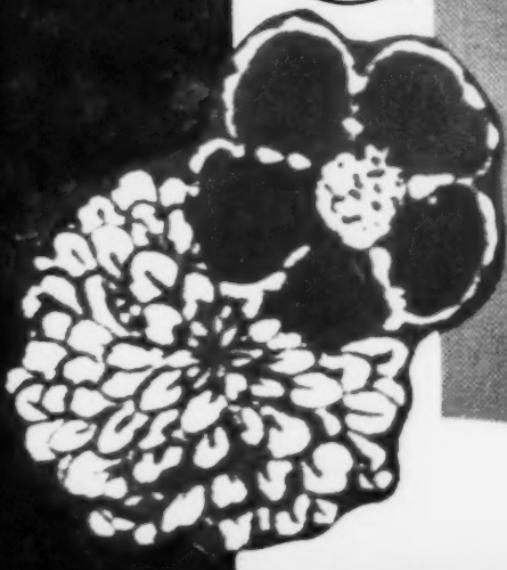


3740

3816

True, clear Green — exhilarating in its fashion freshness, this "come-alive" shade reflects the very essence of the season itself. Left, a soft-spoken dress, gentle in fit, from pure silk (Stehli), vibrating with color excitement. Contrasting white dickey held fast with Velcro, underlines the deep V-plunge. 3740, 11-18, 65¢. Right, a bevy of cool, white flowers blooms upon vivid green cotton (M. Lowenstein). Side-buttoning and snugly tied at the waist, this dress will take you through all types of activities. 3816, 11-18, 60¢. Green patent leather shoes by Pappagallo.

GREEN







YELLOW

Shimmering Yellow has high-voltage power in spring's color spectrum, shining from casual dresses to live-wire sportswear. Left: crocus yellow covers you from head to toe in a happy matching of tie-over top and knife-pleated skirt. In a washable blend of cotton and American Bemberg Cupioni, by M. Lowenstein. 3747, 11-18, 65¢. Pappagallo's yellow kid pumps. Right: main-event sportswear, from the rose-printed and roomy sharkskin overshirt to the skinny pants of vibrant yellow cotton. Both fabrics, Concord. 3805, 11-18, 65¢. Sneakers, of Cone corduroy.



3805



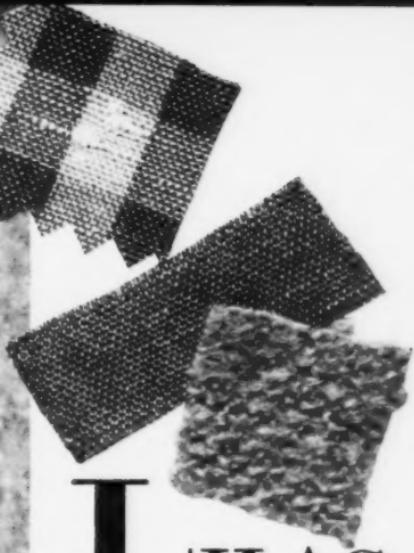
BLUE

Once sweet and shy, Blue now comes to the foreground with startling brilliance, making itself known in clear, vibrating shades that are marvelous on practically any woman and highly approved by her favorite man! We find Blue a perfect choice for your important spring costume, here shown in a light-weight, washable wool by Botany. The jacket makes important fashion news with its deeply rounded collar, its bold buttons and the wing sleeves with underarm inserts. Take off the jacket and you have an elegant sheath dress, just slightly scooped at the neck and slightly capped at the sleeve, with sashing and tiny pleats marking the skirt front. Of special interest is the unusual effect achieved by darts radiating outward from front-center of the dress. Interfaced with Formite, 3842, in sizes 12-20, 65¢.



3842





LILAC

Drawn directly from its namesake flower, Lilac blooms in profusion this spring, spicing up every fabric it chooses to flatter. Lilac is especially pretty for easy afternoon dressing . . . left to right: lilac-and-wheat checks for a bowed overblouse and pleated skirt of Moygashel pure Irish linen, 3801, 11-18, 60¢; the basic proportioned sheath, new for spring in lacy wool jersey by Heller, Simple-to-Make 3780, 10-20, 50¢; a sheath under-dress, covered by its own drawstring jacket in Moygashel's pure Irish linen, 3783, 11-18, 65¢. Fancy mob-caps are yours for the making in "Here's-How", page 184. 81





A stitch in time

We say it's all a matter of timing — and quick timing at that — to create four major fashion contributions for your Spring wardrobe. Just look at our clocks! They're set for the exact number of hours it took an average sewer to make each of the dresses shown on the following pages. Fact is, if you're an average seamstress, our time schedule ought to give you ample hours for cutting, fitting and stitching up your favorite dress. If you're a beginner, remember that you'll naturally take a little longer — learning as you go. And if you're an expert, you've got time on your hands! For each of these dresses, while showing off its love-of-fashion, is a basically simple sewing maneuver—requiring a minimum amount of work for the effect achieved. And equally in their favor, the dresses shown are made at minimum cost with prices quoted for your convenience. So just synchronize your watch with our clocks, and see these beauties materialize in six, seven, eight and nine brief hours!

6

7

8

9



The casual day dress:

6 hours... that's all the time it takes to cut, fit, and sew up this gem of a daytime dress. Ready to escort you practically anywhere, it is slim, slashed straight across the neck and waist—softened by a circling sash. Basically, the dress is an easy joining of two major pattern pieces, with an elasticized waist that eliminates the extra work of waistline seaming. We like it done in a black-and-white checked flannel of hand-washable rayon and acetate, by Milliken, about \$7 to make. Extra yardage is required for the fabric-matched hat and contrasting bag included in this pattern. This dress can also be done in a crisp cotton plaid, by Herbert Meyer, about \$9.60 to make. Simple-to-Make 3797, 11-18, 60¢. For both styles, Super Siri underlining and Talon "Magic-zip" zippers. Accessories, opposite page: Pappagallo's spectator pumps, Marvella "pearls," and Wear-Right short, pearl-fastened gloves. Backviews begin on page 218; yardages, page 221. shopping information, page 223.



**hours
to
make**

3797



The important sheath

7

hours is an unusually short time-investment for completing such a very smart, very versatile basic black sheath. The cutting, fitting and finishing touches can be completed in a day's time — ready for wearing and accessorizing in a dozen different ways. Gently scooped at the neck and clipped to short little sleeves, the dress is sleekly fitted in a linen-looking blend of Courtaulds Topel and flax by Travis, with underlining by Capri. About \$5.50 to make. The same dress can be made for less formal afternoons in a black-and-white polka-dotted blend of rayon and silk by Benrose. About \$4.50 to make. Simple-to-Make 3698, 10-20, 65¢. Millinery note: the sweet white hat (opposite page) is one of Spring's most important looks, one of Simplicity's easiest sewing projects. Turn to our "Here's How" section, p. 184, for instructions. Also important, Richelieu's double strand of jet beads, Capezio's black patent pumps. Zipper by Coats and Clark.



7

**hours
to
make**

3698



8

**hours
to
make**

3750

8

hours of sewing time can bring forth miraculous sewing achievements in the line of late-day dressing, providing your pattern is well-chosen, your fabric easy to work with. We like this party-going dress — planned to look like separates by the use of contrasting fabrics. The scoopy-necked, funnel-sleeved bodice is a black-and-white geometric print of pure silk surah, joined by cummerbund to a softly bell-shaped skirt of black silk douponi. About \$20.40 to make. Both fabrics by Skinner. Nice too, the look of this dress in a gay, all-over printed broadcloth of Arnel and rayon by Folker. About \$7.90 to make. Sleeves are stiffened with Pelomite iron-on interfacing. Or, if you like, the pattern can be made without sleeves for more casual dressing. Simple-to-Make 3750, 11-18, 65¢. Accessories on the left: Richelieu's black jet beads, Capezio black patent pumps.



The late-day dress:



The pretty dress:

DRAWINGS BY
FLORENCE KEVESON
PHOTOGRAPHS BY
SOMOROFF

9

hours devoted to cutting and stitching, and you will be the proud owner of our nomination for Spring's prettiest dress — a feminine-little statement (in the Bardot manner) full of sugar and spice and everything nice, including a scooped neck, gathered skirts and an apron-effect created by rows of venise lace. It's fresh-faced in a black-and-white checkered cotton that's got wash 'n wear ability, by A. E. Nathan. About \$9.70 to make. Or do it up for patio evenings in a cool black Birdseye pique by Logantex. About \$11.60 to make. For both apron treatments, venise lace and solid banding by Loewenthal. Technical note: the pattern includes special marking lines for application of lace on skirt, and the sash is detachable. Simple-to-Make 3831, 10-20, 50¢. "Pearl" bracelet by Marvella.



hours
to
make



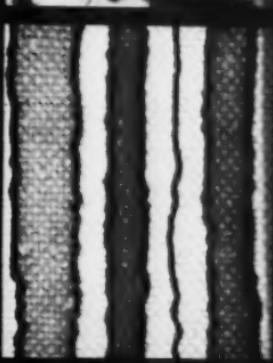
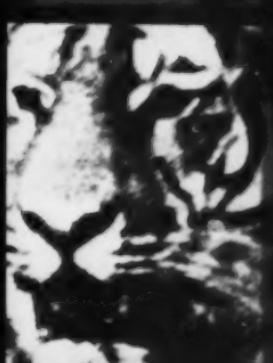
3831

J

It's a natural! We mean the way the Animal Kingdom captured fashion's spotlight this spring to steal the show with their own lively stripes. From Zebras to Angel-fish to Tigers, nature's gayest stripes have been translated straight to the fabric, and we couldn't resist showing you as many as the next ten pages would hold. Stripes in exciting new color-combinations, multi-colored and two-toned . . . stripes interestingly spaced. Take a trip through our own fabric zoo and watch these stripes come alive! Backviews begin on p. 218; yardages, p. 221; shopping, p. 223

*Alive
With Stripes*





The Captive Stripe



3821





Captured from the black-and-white Zebra, two distinctive looks for city dressing. Left: the easy dress, dropped from a horizontally-striped yoke. Herbert Meyer cotton. 3821, 11-18, 60¢. This page: a trim cardigan suit, proportioned for perfect fit, in Avondale denim, 3784, 10-20, 65¢. Companion overblouse from Flaxspun linen by McBratney. 3716, 10-20, 50¢.

3784

3716



Spring with stripes — in three variations of the-trouser gone female, in stripes that go straight to the leg! This page: culottes in bold and brassy stripes of pink-and-gold cotton by Galey & Lord. 3637, 11-18, 60¢. Right: pants, skinny stripes in bright Crestwood cotton. 3257, proportioned sizes 23½-32, 60¢. Far right: following the straight and narrow, Bermuda shorts striped in rose-and-yellow cotton by Galey & Lord. Simple-to-Make 3835, 24-28, 50¢.

Springing Stripes

3257

3835



Springing Stripes

Deep Sea Stripes



A black and white photograph of a woman with dark hair, wearing a white dress with dark vertical stripes and a ruffled cuff on the right sleeve. She is standing in front of a background of stylized, swimming fish. The fish are depicted with white bodies and dark stripes, arranged in a pattern that suggests they are swimming in a school. The woman is looking slightly to her right. The overall aesthetic is reminiscent of mid-20th-century fashion catalogues.

A real catch, stripes
as heavenly as the
Angel-fish that inspired
them! Left: brilliant
stripes swim in bright
formation on a party
dress of purest A. P. Silk.
Simple-to-Make 3774,
9-16, 60¢. Right: a dainty
version of the angelic
look, tiny pink flowerets
stroking Cohama's pure
silk. Pretty too,
the old-fashioned
sleeves with ruffle cuffs.
Simple-to-Make 3782,
9-16, 30¢. Conmar
zippers, both dresses.

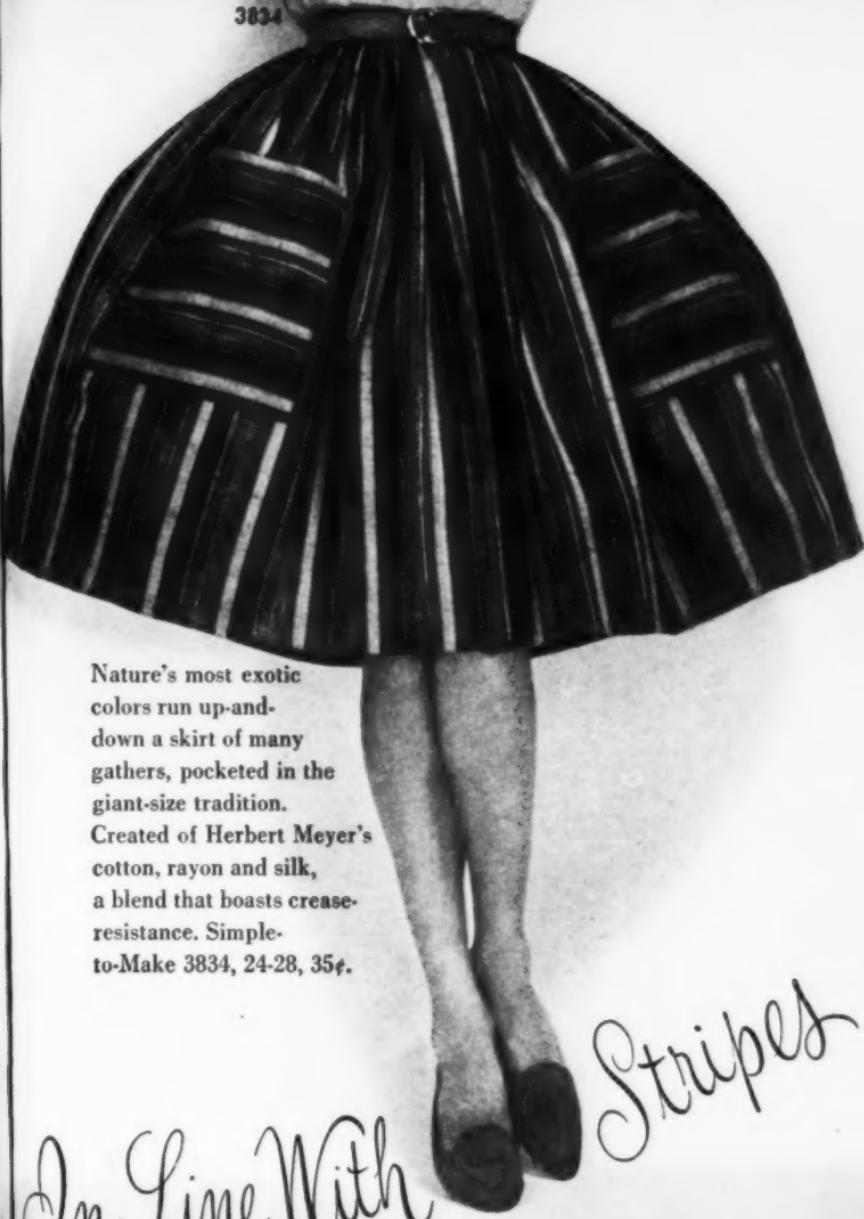
3782



The skirt with a flare for
stripes, cut from the
boldest and brightest
of pinks, reds and
lavenders and lined up,
gore by gore, for
perfect geometrics! The
fabric, Galey & Lord's
wash and wear cotton. Simple-
to-Make 3624, 23½-28, 35¢.

On Line With Stripes

3834



Nature's most exotic
colors run up-and-
down a skirt of many
gathers, pocketed in the
giant-size tradition.

Created of Herbert Meyer's
cotton, rayon and silk,
a blend that boasts crease-
resistance. Simple-
to-Make 3834, 24-28, 35¢.

In Line With Stripes

Taming the Stripe



3799



Captured for you from
Tiger stripes, wild
wonderful colors, tamed
to slim and easy dresses.
Left: two parts stripe, the
cropped top, slim skirt
in Crown Viscose rayon
and silk. Simple-to-
Make 3799, 10-16, 45¢.
This Page: fuchsia
vibrates down tigerish-
looking pure silk
linen, by Pavillon. Simple-
to-Make 3780, pro-
portioned sizes 10-20, 50¢.

3780

What, in every woman's heart, makes Spring the most glorious season of all? Simply that feeling of newness in dressing — that chance to shed every inch of *her own* winter insulation for a completely fresh and exciting self! We like this brand-new, head-to-toe personality so much that we've gathered the boldest and best of newsworthy accessories. Starting here, 12 pages of hats, jewelry, bags, gloves and shoes played against neutral backgrounds of warm beige and planned, exclusively, for Spring's newest point-of-view . . . and yours!

Spring 1961

The Accessory Count-Down, right, gets its heady start with a bold splash of polka-dots shaped to a sou'wester, Charmer by John Frederics.

Van S Authentics pearls, colossal in size and clasped with a "topaz", act as collar for a basic, easy-moving dress of McBratney's Irish Linen detailed with slot neckline, deeply inverted pleats, 3641, 11-18, 65¢.

Kislav gloves move beyond the wrist; Jana's leather satchel is ideal for town or travel; Pappagallo's soft, unlined pumps point to newly elongated toes, slim and heightened heels.

*the new
hat*

*the new
jewelry*

*the new
glove*

*the new
dress*

*the new
bag*

*the new
shoe*



DIANE AND ALLAN ARBUS

Spring 1961

turban

Flowered and flatteringly shaped for almost any length hair, by Dachette.

earring

Generously-sized baroque pearls with great appeal by Coro.

glove

Smooth kid, elegantly lengthened, by Kislav.





Spring 1961

beret

New for its open weave;
natural straw by Esperance.

beads

Polished ovals of apricot,
by Brania.

gloves

Wrist-length
pale beige kid, by Kislav.

Spring 1961

roller

Stand-out color for the costume
and as green as Spring itself.

John Frederics Charmer

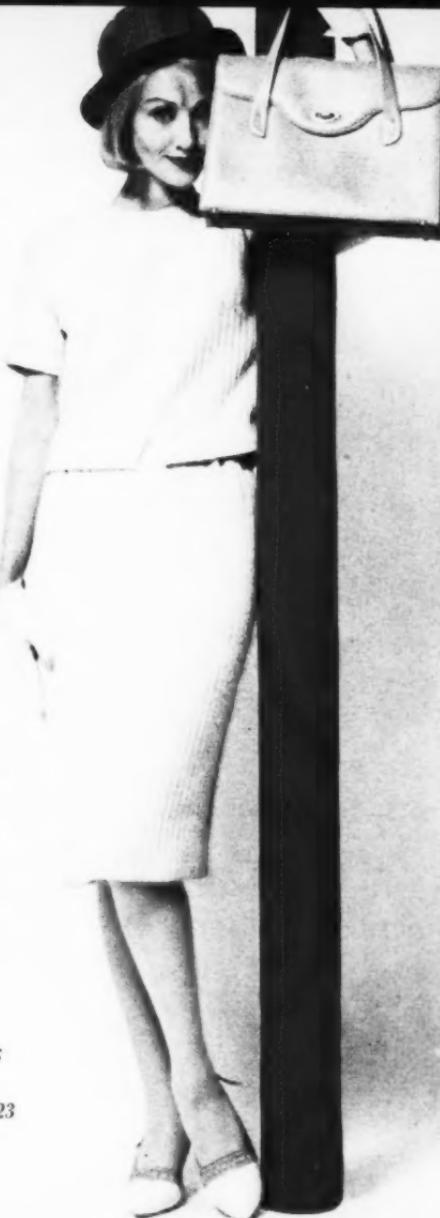
bag

A roomy envelope
of leather by Jana.

2-part dress

The overblouse, newly
eased over matching skirt
— a perfect backdrop for
color in Concord's washable
cotton with a knit look.
3675, 11-18, 65¢.

*Backviews begin on page 218;
yardages, page 221;
shopping information, page 223*



Spring 1961

beanie

Bright focal point
in chrome yellow
by John Frederics Charmer.

bag

The two-in-one bag,
made from linen and
leather by Jana.

blouson

A dress invented for pure
prettiness, vivid accessories,
in Flaxspun linen by
McBratney. Simple-to-
Make 3752, 10-20, 65¢.



Spring 1961

pump

Slender, thin stockings
a newly narrow heel and
toe, in calf by Pappagallo.

Shaded stockings,
Slenderella,
by Munsingwear.



Spring 1961

sandal

Important new news...
the almost non-existent
back, the closed-in toe...
beige on beige by Capezio.

Cannon's delicate
beige stockings.



Spring 1961





3742



3674

overblouse 3/4 sleeves

... polka-dot bright,
narrowly sashed in DuPont's
Dacron crepe by Fabrex,
3742, 10-18, 50¢.

... with neck interest and
tiny pockets in printed
Dacron and cotton by Fabrex,
3674, 10-18, 50¢.

pleated skirt plus 3

... the skirt of the season, proportioned and ready to complement at least a dozen pretty blouses. Here in cocoa-colored Celanese Arnel and rayon by Fabrex, 3561, 23 1/4-32, 50¢. The overblouse in question: sleeveless, hip-length, nipped by a drawstring sash. In DuPont Dacron crepe by Fabrex, 3742, 10-18, 50¢.



3738



3745

bloused

... nipped by bows,
an overblouse of old gold
silk print (Skinner).
3738, 12-42, 50¢.

sleeveless

... and cool as the silk linen
(Skinner) it's cut from,
with a new twist of sash by Doro.
Simple-to-Make 3745, 10-40, 45¢.

the cardigan suit

... and how to dress it up for Spring! The suit statement: simple, direct, designed to cover or uncover a multitude of bright blouses and proportioned to fit your own measurements. 100% worsted wool by Crestwood. 3784, 10-20, 65¢. Blouse suggestion number one: a perfect mating of color in sand-brown silk by Crestwood, 3716, 10-20, 50¢.

Spring 1961



3716
3784



**2
FOR
1**

The costume, always Spring's most popular kind of dressing, is expanding its interests to include new 2-way combinations that give your dressing *double* interest and a whole new look with the taking-off or putting-on of a stole, coat, bouffant skirt, pop-over top or a complete change of accessories. And, what's more, no limitations have been placed upon fabrics. Blooming forth — costumes in every lovely fabric available, from the lighter, warm-weather cottons and silks to weightless wools and taffetas.



COSTUME LOOK #1:

Afternoon dress, full-cut coat, designed to work as one beautiful unit, or to function separately — the dress, a slim cutting of watermelon silk broadcloth; the coat, a perfect cover-up in melon and white worsted tweed, given great fullness, set-in sleeves, an open front that shows the dress to great advantage. Both in Crestwood fabrics, with Everflex interfacing. 3836, 12-20, 65¢. Backviews begin on page 218; yardages, page 221; shopping information, page 223.

HOWARD LOW



COSTUME LOOK #2:

*Popover top with separates
— a most versatile supplement for
your busy Spring days.*

*Slip the topper
over your head
for the cool outdoors
— just subtract the top
and you've got
a neat, sleeveless blouse
and full skirt!*

*In royal blue and white
silk linen by Maxwell.
Coats and Clark zippers.
3746, 11-18, 60¢.*

**1
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3746

119





2
FOR
1

COSTUME LOOK #3: Sheath dress, bouffant skirt, both quite lovely ways to go partying — the first version, sleekly skirted, the second more danceable with its full-gathered overskirt. The swish is achieved from pure silk taffeta, printed with a floral design, by A. P. Silk. Conmar zipper. 3717, 11-18, 65¢.

3717



COSTUME LOOK #4:

*Pleated dress,
double-breasted jacket — coordinated
for good-grooming straight through
the day in a neat black-and-white
checked fabric of Viscose rayon and
silk by Julius N Werk. The jacket is
cropped for a direct waistline,
and shaped with Keybak interfacing.
3790, 11-18, 65¢.*

**2
FOR
1**





3790



3783

COSTUME LOOK #5:

*The bare-arm dress,
the drawstring jacket . . .
two ways to make a pretty you.
The dress, softly feminine in
pale lavender silk, makes a per-
fect dinner dress. For after-
noons, slip into a trim little
jacket of lavender-and-white
cotton tapestry, buttoned
once, then tied at the waist
with a drawstring sash.
Both fabrics by Crestwood,
tapestry Syl-mer treated.
3783, 11-18, 65¢.*

**2
FOR
1**

3783





COSTUME LOOK #6:
The sheath dress with stole —
one of our newest
proportioned patterns,
designed for your own mea-
surements from pure silk
(Maxwell), exotically printed
to look like Zebra. The slim
and sleeveless cut of the
dress takes perfectly to bold
accessories; wrap the deli-
ciously deep length of stole
around your shoulders and
you're ready for a warm
Spring day. 3793, 10-20, 65¢.

**2
FOR
1**



3793

Another Simplicity First

THESE
ARE
YOUR
PATTERNS....

You Asked For Them!

Because you've seen them and loved them and let us know about it, we take special pleasure in featuring your favorite patterns — each one a made-to-order request, each one a distinctively pretty way of looking, from the more sporty culottes to two-tone and back-interest dressing. It is our hope that in making this "reader-request" section a regular, we will provide a stimulating reflection of your own particular sewing interests.

DIVIDED INTERESTS: the culotte skirt has caused a stir in the fashion world for its feminine approach to casual sportswear. Done here in Concord's wash 'n wear cotton with matching shirt. 3637, 11-18, 60¢.

Backviews begin on page 218; yardages, page 221; shopping information, page 223



3637



3781

DIAGONALLY OPPOSED color blocks lend themselves to fanciful sewing ideas and a bright, gay look. Pure silk shantung by Maxwell. Simple-to-Make 3781, 10-20, 50¢.

CONTRASTING YOKE A horizontal split is another flattering way of treating two colored fabrics. Pure silk linen by Onondaga. 3821, 11-18, 60¢.





3820

THE KEY HOLE views a provocative back. A diamond-shaped cut-out is the big eye opener! Pure silk print, A. P. Silk. 3820, 11-18, 65¢.

BA
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BERU



BACK TO FASHION Look behind you — there's something wonderful going on! Rows of Emanuel Roth's lace, trimming the back of this shirtdress reappear enticingly on the front. Bates disciplined cotton. 3796, proportioned sizes 10-20, 60¢.

3796

BEAUTY: *the Natural Way*

Spring 1961 introduces a new look in make-up, a look that points you towards your prettiest self in a most natural way! Changes include a whiter, lighter look to the skin, newly softened color at the lips and a more intense definition of the eyes. To achieve this look, we suggest that you begin with a creamy-toned liquid make-up developed by Ponds — Golden Angel Touch. Begin application of this liquid at the base of the throat, blending with easy upward strokes, circling gently around the eye and moving upward and outward straight to the hairline. This complete kind of coverage leaves no tell-tale lines. Next, apply lipstick (preferably with brush) to the natural contours of the lips, avoiding a heavy-looking, built-up mouth. We like Ponds sunny new color — "Just Peachy".

Your eyes are more important than ever with new emphasis given to their day-time dominance. Note: their definition must be handled with care so as to avoid a harsh or over-dramatic effect. Aziza has developed a bright yet subtle "Glowing Green" as Spring's new color and suggests that you approach eye make-up according to these steps: 1. Draw the stick shadow from the corner of lid to the outside edge, softly smoothing and blending the color upwards toward the brow. 2. Apply the color-matched, liquid eye-liner with liner brush at the very base of the lash to give a wide-eyed effect. 3. Draw the Azizamatique mascara applicator from the under edge of the lashes outward and upward — black with green achieves a clear yet soft definition. 4. Darken eyebrow with a pencil that corresponds in color to the actual brow, high-lighting rather than changing the color.





HAIR: 3 ways to wash it

Your hair is one of your most vital beauty assets, and its proper care demands a definite grooming program to keep it at its shining best. Whether the hair is dry, oily or normal, daily brushing is very important for scalp-stimulation, particularly just before washing. When it is ready to be washed, we suggest that you use one of Breck's shampoos, prepared especially for the three major hair types, following this schedule:

1. *Oily hair* — wash at least twice a week to keep it fresh and free from dirt-collecting film. 2. *Dry hair* — wash about every ten days so as to retain as much natural oil as possible. 3. *Normal hair* — wash once a week to keep the scalp healthy, the hair clean. Which type is yours?





new look for hair

Have you noticed fashion's newest hair-do? It's shorter, rounder, more bouffant — and flattering to practically any face. Its silhouette must begin with professional cutting and shaping, but body fullness can be inexpensively achieved by yourself with the aid of a home permanent, as shown below.

The home permanent: 3 easy steps

If you've been worried about giving yourself a home permanent, you can stop now, for methods are being perfected every day to make home permanents easier to give and to style in the softer, full-bodied hair fashions. We particularly like Toni's newest development — a permanent that has hidden body wave for smooth styling, with hair setting instructions included as a bonus! Right: the three simple steps involved in giving yourself a Toni.

1 Clean hair is parted into sections — divided down the center, then parted from ear to ear across the back.

2 Waving lotion is applied to small amounts of hair which are wound firmly under towards the scalp with the help of end papers and plastic curlers. Curls should be rolled over the entire head for body and flexibility. After adding more waving lotion and waiting 15 minutes, the curls are rinsed in warm water and tied in a bath towel for 30 minutes.

3 Neutralizing the wound curls is the final and very important step, and is easily done with a plastic applicator that allows the liquid to flow directly to the curl. Hair is then unwound and soaked with remaining half of the neutralizer. Lastly, it is rinsed with water and ready to be set in your new short hair styling.



MEG NEIL

3 Ways to a Facial



Regardless of your skin type, a facial can do wonders for your complexion by encouraging circulation, relaxing and stimulating the skin. If yours is a young skin, troubled by blackheads and excessive oiliness, Helena Rubinstein's Medicated Beauty Mask is a great approach to thorough cleansing and reduction of oiliness. This mask should be applied to face only for 10-15 minutes, at least three times a week, for lasting beauty results.



If your skin is average, don't be fooled into neglecting it . . . for it needs continuous attention to keep its glow. Tussy's Facial Masque has been developed to stimulate and tighten surface tissues while adding moisture for skin-softness. It should be patted and smoothed upward over the face.



When you have reached the age of 30, you may feel that beginning wrinkles require a regular facial beauty program to keep skin youthful and elastic. Charles of the Ritz Astringent Cream is a perfect solution, for rather than hardening into a mask it remains moist on the skin as it tightens and firms. It should be worn 15 minutes a day (best while completely relaxing). Be sure to cover neck and face.





Your eyes can be the most beautiful feature of your face provided your eyebrows are shaped correctly to balance eye size and placement. Plucking the eyebrows need not be painful if you first apply a cream that momentarily deadens the skin. Aziza's Plucking Cream and conveniently shaped tweezers provide the perfect aids for weekly attention to eyebrow beauty care.

Brow-shaping



If your eyes are closely set, they can appear wider if the brow line begins slightly beyond the inner corner of the eye, following the natural bone line so that the arch-peak is reached toward the outer corner of the eye.



If your eyes are widely set, they can appear to be closer together if the eyebrow line is begun slightly in from the inner corner of the eye. Once plucked, the brow should be defined and filled in with eyebrow pencil.



If your eyes are small and deeply set, they can appear larger and wider when the brow is plucked and penciled-in slightly above the normal bone structure. Brows should always slope from the arch to level with top of ear.

THE FOUNDATION

In choosing the correct foundation for a suit, it is important to keep several things in mind. Since most suits are of heavier fabric than other wardrobe items, it is necessary to encourage their sleek lines with garments that are unusually smooth-fitting, especially emphasizing body definition and hip control. We have chosen a bra-girdle duo that works together to achieve the smoothest suit lines possible. The bra features bias cut elastic side panels, an elastic front that stays neatly in place and a low elasticized back. The pantie girdle provides a smooth curve, rather than flattening the back area, and hugs the waistline without wrinkling. It is designed from pure latex, without cumbersome boning or seams, and is lined with a soft and plushy kind of cotton lining. Both are by Playtex.

DOUBLE IMAGE:

fashion from the inside out

THE FASHION

Basic to your Spring wardrobe — the suit, fashionably important for its shorter jacket length, its double-breasted cut, its clear preference for violet . . . and so new-looking with tone-on-tone accessories. Equally important is the suit fabric — a light-weight blend of wool and Orlon that sheds wrinkles with ease, by Crestwood. Underlined with Sta-Shape Interfacing and buttoned by Bac-A-Brand. 3826, 10-18, 65¢.

Backviews begin on page 218; yardages, page 221; shopping information, page 223



3826

PALUMBO



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DOUBLE IMAGE:

THE FOUNDATION

With the return to figure definition as it was naturally intended, a form-following dress (be it snug or gentle fit) demands a smooth and unbroken figure line to look its very best. Top-most idea, we think, is an all-in-one garment constructed to give the figure a very youthful look, with a direct line of smoothness from underarm to thigh. Gossard's all-in-one is of newly-developed Lycra yarn, making it at least one third lighter than other comparable garments, with equally firm bulge-control. This perfect fit can only be achieved however, if you are carefully measured before the purchase of each new foundation.

the afternoon dress

THE FASHION

The violet-shy dress — a completely feminine statement from its frame of collar to its distinctly curvy cut to the lowish drop of deep-boxed pleats that give the skirt fullness. Here shown, a blend of acetate, rayon and silk tweed by Weil & Schoenfeld, with Veriform underlining. 3753, 11-18, 65¢.

Note: We suggest that while fitting this dress, you wear the same foundation you're planning to use once the dress is completed — your fit will be much more flattering!



3753



DOUBLE IMAGE:

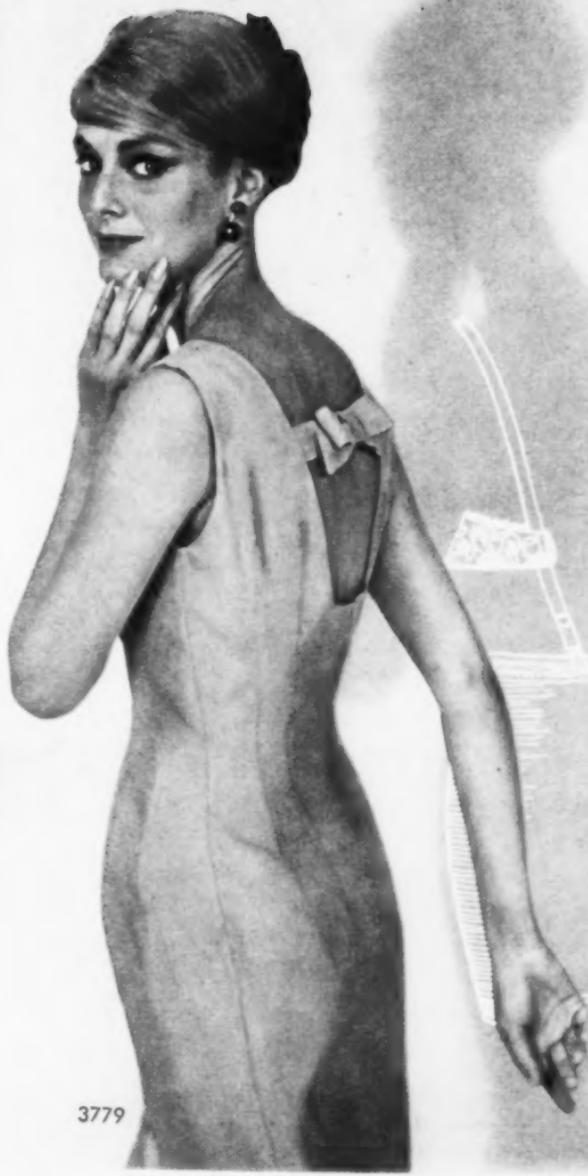
the bare-back dress

THE FOUNDATION

If you've had any qualms about adding a back-interest dress to your wardrobe, it may have been due to the worry of bra-backs showing or inadequate support. The time has come to take the deep plunge with utter confidence. Why? Because a superior backless bra has been developed in the interests of fashion. Now available, a strongly constructed bra cup fastened down with suspender-type straps that can be attached with clip fasteners to any girdle, leaving the back completely bare. Happily, this bra has been designed for all bust types. Important, too, its complement — a neat little girdle of light, strong power net, paneled in front for extra tummy control with bra-matched lace. The pretty duo by Hollywood Vassarette.

THE FASHION

The provocative little evening sheath, significantly minus its back, except for a suggestion of bow. The lavender look takes on new sheen in silk duppioni taffeta by Couleur. Talon zips up the back. Simple-to-Make 3779, 9-16, 65¢.



A woman views spring

... and wants to reflect Spring's buoyant, fresh-up charm in everything she wears. She likes the idea of clean, clear colors and fabrics that move with new lightness. With this point-of-view in mind, we've chosen clothes strictly for their Spring-like feeling, their trimmed-down cost . . . possible because of the fabrics used — fiber blends that have an expensive look, yet prove to be quite *inexpensive* because of their wash-at-home talents! Our colors: a paintbox full of blues and greens, each with its own approach to feminine flat-terry and all great adapters to accessory changes. Fashion for fashion, price for price, the next pages make this season definitely worth dressing for!

Costume with a Suit Look:

superb way to shop or travel in a silky-looking blend of cotton and DuPont rayon shantung. The cut is deceptively slimming, the gracefully-moulded jacket covering a dress squared at neck and brief of sleeve. About \$12.50 to make in Belding Corticelli's fabric, Prims self-buttons. Slenderette 3832, 12-12, 65¢.

*Backviews begin on page 218; yardages, page 221;
shopping information, page 223*





3832



3775

Cropped Jacket

left, looped softly at the neck comes to a gentle fit above a slightly flaring dress — the ideal costume for active living. About \$21.40 to make in Carletex's wool and nylon blend, finished with Dylanize for complete washability. Earl-Glo lining. Slenderette 3775, 12-42, 65¢.

The Costume

right, is infinitely versatile for all of Spring's dressing needs. Coat, buttoned only at the mandarin-like collar, blends in color with the dress beneath. Burlington wool. DuPont Antron print, A.B.C. About \$28.90 to make. Slenderette 3789, 12-42, 65¢. Chiffon turban, Miss May.



3789



Afternoon Dressing and two ways of doing it beautifully:
above, a casual dress of gentle princess lines shaped from a Persian-like print of Celanese Arnel and cotton by Folker. About \$11.40 to make, 3721, 12-42, 65¢; right, sleekly fitted for dressier occasions, a sheath of larkspur blue rayon and Dacron "linen" by Burlington. About \$6.00 to make. 3670, 12-42, 65¢.



3670



2195
37 1

2195
3676

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Front

Heavy Duty Cottons, left, are functionally-styled for all kinds of movement. The new jumper culotte is fitted generously and fully skirted in cotton stripes, about \$6.10 to make, Slenderette 3711, 12-12, 60¢. The skirt in duck, about \$3.80 to make, 3676, 25-36, 50¢. Both shirts, lightweight chambray, each about \$3.20 to make, 2195, 12-44, 45¢. All fabrics by Avondale.



Sunshine Casuals above, welcome your most active chores because of specially designed motion inserts, underarm panels for extra stretching — move you easily through gardening or romps with the children. Skirt, left, is an "easy-to-get-into" wraparound, about \$7.80 to make, 3773, 12-40, 60¢. Front-buttoning dress, about \$6 to make, 3772, 12-40, 60¢. Dan River cottons.



*A woman
views spring:
half sizes*

Check this full coat with roomy raglan sleeves, flat round collar, blending in color with its easy, full-skirted dress. Coat, in a cotton and rayon blend, dress in Topel broadcloth, both by Cohama, about \$21 to make. Slenderette 3788. 12 $\frac{1}{2}$ -24 $\frac{1}{2}$. 65c.

Waist diminishing, right, this little town suit is about \$9.50 to make in Cohama's nubby rayon and acetate blend. Slenderette 3730. 12 $\frac{1}{2}$ -24 $\frac{1}{2}$. 65c.



3730



Greener

fresh and sparkling, an enhancing print by A. B. C. is the perfect fabric for this basic, cool dress. About \$7.40 to make in DuPont Antron nylon. Bac-A-Brand self belt. Slenderette 3757, 12½-24½, 65¢.

3757

Jacketed Dress

takes you through Spring
with weather-changing assurance.
About \$12 to make in Celanese
Arnel sharkskin by Folker.
Formite interfacing gives
the short jacket added
crispness. Slenderette 3785,
12 $\frac{1}{2}$ -24 $\frac{1}{2}$, 65¢.





Tapestry Weave

in a green and white soft cotton and rayon blend (Crestwood), barely molding the figure, is your answer to innumerable, daily "what-to-wear" problems. About \$10.40 to make. E-Z Buckle self belt. Slenderette, 3672, 14½-24½, 65¢.

3672



Fluid Lines

emphasizing fashion's trend towards pure femininity, reflect a more elegant, and graceful type of dress. About \$7.40 to make in Burlington's rayon and cotton blend with Scotchgard finish. Slenderette, 3671, 12½-24½, 65¢.

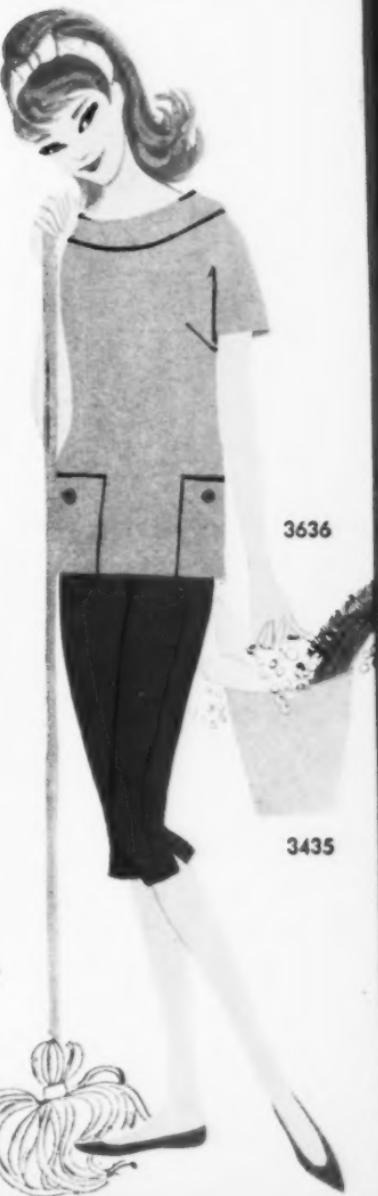
SPRING CLEANING

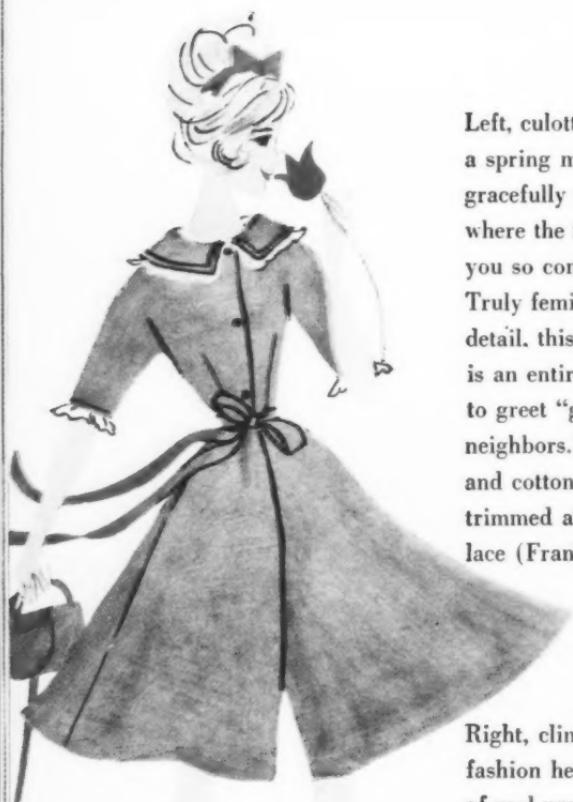


3714

This year you can look forward to spring cleaning, since we've planned to attack housework wearing the most delightful outfits destined to whisk away those scrubbing blues! Our tactics versus dirt and grime are pure psychological warfare against uncomplimentary and "scared to be seen in" clothes. Ours are fun-filled, colorful and extremely comfortable, so ready . . . aim . . . fire the vacuum!

Left, fun in the morning with color, in this coral and pink print cotton broadcloth blouse, sashed over slim pants in coral corduroy. Both fabrics, Crompton. Simple-to-Make 3714, 10-20, 60¢. Right, Cinderella becomes enchanting wearing a coral top, Simple-to-Make 3636, 10-18, 50¢, over flamingo pedal pushers. The fit is proportioned to your measurements. 3435, 23½-32, 50¢. Both, all-purpose cottons, Indian Head. Backviews begin on p. 218; yardages, p. 221; shopping, p. 223





Left, culottes, pretty and fresh as a spring morning take you gracefully through your gardening, where the flaring legs maneuver you so comfortably about the flowers. Truly feminine in color and detail, this candied violet culotte is an entirely delightful way to greet "good morning" to the neighbors. In DuPont Dacron and cotton blend (Indian Head) trimmed at the collar with lace (Franken). 3681, 10-20, 60¢.

Right, climbing the heights of fashion here, are culottes, of real practical use when you need functional outfits that still embrace a neat and pretty, about-the-home look. These are gaily striped in wash 'n wear cotton (J. P. Stevens), 3643, proportioned sizes 12-20, 50¢. Baby heeled shoes, Pappagallo. Velvet hair bow, Therese Ahrens.



3643

Two dusters are better than one!
Mother and daughter wear
frilly robes and caps in aqua-and-white
checked Dacron and Avron rayon
(Crown), trimmed with eyelet (Loewenthal).
Daughter, 3707, 4-14, 50¢. Mother, 3665,
10-16, 60¢. $\frac{3}{4}$ yard extra fabric
for hat. Animal pattern, 3701, 45¢.



3707

3665

LEONARD BALISH

Efficiency team ready for real action, dressed in multi-colored striped tops which come to interesting, V-shaped, fringed hems (Consolidated), above aqua tapered pants, both in Sanforized denim (Cone Mills). Mother, 3703, 11-18, 60¢. Daughter, 3704, 4-14, 50¢. Slippers, Jiffies by Holeproof.



3703

3704



3664



Left, tidy up the house in something cool and fresh like this crisp housecoat. It's such a pleasure to work in and what's more, you even look wonderful at breakfast! Later, when vacuuming you'll love the wide, cuffed sleeves and deep, hold-just-about-everything pockets. This yellow and white checked, crease-resistant cotton (Mission Valley) buttons up the front and ties tightly at the waist. Housework can be so much fun in a comfortable and pretty outfit! 3664, 12-42, 50¢.

Right, dusting is a snap when well-protected in a lovely coat of Everglaze cotton (Peter Pan). This yellow and white striped wraparound is easy to get into, lets you swirl quickly through all your many tasks. 3736, 12-20, 50¢. Earrings, Coro. Slippers by Phoenix Hosiery



3736



SPRING CLEANING

3739

Left, with a hop, skip and a jump;
it's out of bed and into a
sleeveless robe, which matches the
nightgown showing beneath.

What a darling idea with which to
start the day! The waltz length
gown in sunny yellow, is trimmed
with Franken lace. The quaint
robe is a pastel shaded plaid.
Both fabrics are cottons by
Galey & Lord. Prims self buttons.
3739, 11-18, 60¢. Slippers,
Phoenix Hosiery. Mop by Bissell.

Right, the choice is entirely yours,
and a fun one at that!
With this double duty outfit,
you can wear the one-piece
cover-all around the house and
when marketing time comes,
the wraparound skirt takes the place
of having to change from
pants to another dress. Both
in Sanforized denim (Cone Mills),
the cover-all is pale pink,
the skirt in multi-colored, pencil
thin stripes. 3737, 11-18, 65¢.



3737

SPRING CLEANING



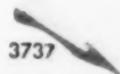
3739

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the cover-all is pale pink,
the skirt in multi-colored, pencil
thin stripes. 3737, 11-18, 65¢.



3737

Count yourself among the lucky, if motherhood is to be your role in the Spring of the year... for no season is more conducive to keeping you lovely to look at and dewy-fresh. Colors, for example, are in your favor — brightened pastels that do marvels for your skin and hair. And fashion, especially the over-blouse trend, is directly adaptable to your growing needs. We've simplified the maternity wardrobe down to three important silhouettes: a 2-piece dress, play separates, a proportioned suit — with alternate fabric ideas for your change-of-mood.

Approaching Motherhood: 3 Points-of-View

Spring-sky blue—a proven favorite for women—gives special freshness to this three-piece outfit. Slipped under the flared and pocketed top, a neat little Peter Pan dickey; the skirt is flatteringly slim. From Belding Corticelli pure silk shantung. Another variation of the pattern, minus its dickey and treated to a fresh wide collar and big polka-dot bow tie, this time in tones of wood violet. In purest silk by American Silk Mills, 3812, 11-18, 65¢. Short white gloves, Wear-Right. Backviews begin on page 218; yardages, page 221; shopping information, page 223.





3812

3813





*Approaching
Motherhood:*
Play Separates

For your busy life at home—four bright relaxers, coordinated around Spring's bright 'n pretty orange. Begin with a basic pair of tapered pants, and top it with an orange-plus-color print. Fabrics, left, a blend of DuPont Dacron and cotton by Travis. Three quick changes: sunny-striped Dacron and cotton by Fabrex; pastel diamonds or floral-printed cottons by Spring-maid. All views, 3813, 11-18, 65¢. LaMode buttons.



*Approaching
Motherhood:*

The Proportioned Suit

Indispensable to any woman's life — the suit that takes her everywhere. Even more important to you who are pregnant, a suit that is genuinely comfortable *and* endowed with fashionable lines. Our choice: a design that is proportioned for the small, medium or large figure . . . cut with slim skirt and a roomy box jacket that shows its fashion I.Q. with bold standaway collar (detachable if you like), large buttons and low-placed pockets. Instructions, too, for Chanel-type binding. Here shown in a selection of geometric patterns — pale cream crossed with black — in checks and plaid. Cottons, M & W Thomas, 3667, 10-20, 60¢.



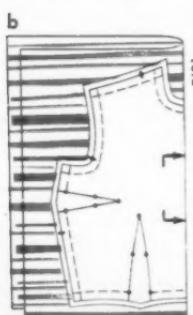
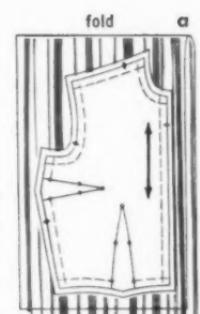


*There's no doubt about it — this is a striped season.
There are all colors, sizes, shapes — some go one way,
some go in the opposite direction.
To take full fashion advantage of these exciting fabrics and
play the lines to the hilt, you must
consider the direction and balance of the stripes.*

HERE'S HOW THE STRIPES LINE UP

When you select a pattern for striped fabric, choose one with simple lines and let the stripes add their design. Play with the pattern pieces on the fabric and decide how to dramatize the stripes. It could be at center front or each side of the center — perhaps the tab, collar or pockets can accent the lines.

Where you want the stripes to be matched on two adjoining pattern pieces, lay out one piece and trace the stripes along the seam line. Place the other pattern piece over it, match notches and trace stripes again. Match the markings to stripes when you lay-out pattern pieces. Don't forget, you will need extra yardage for stripes.

b 
a 

If you have unbalanced *vertical* stripes (the stripes on each side of the center one are different) and want to balance left and right sides of a garment, front and back pieces must have a center seam or opening. Fold fabric as in figure a. Add seam allowance if pattern piece is designed to be laid on a lengthwise fold.

It doesn't matter whether there is a center seam or opening if you have unbalanced *horizontal* stripes. Fold fabric as in figure b so that right and left sides of the garment will match. All pattern pieces should be laid out with the tops pointing in one direction.



Which way for you—the vertical or the horizontal? Make this (Simple-to-Make 3781, 10-20, 50¢) in one of Spring's exciting fashion stripes and line it up to suit yourself.

This slim proportioned dress that is Simple-to-Make 3780, 10-20, 50¢, takes a different point of view with each change of fabric. Here it is in three of Spring's favorites — wool jersey, a loosely woven cotton, and soft silk — with information to help you sew each fabric with the greatest of ease.

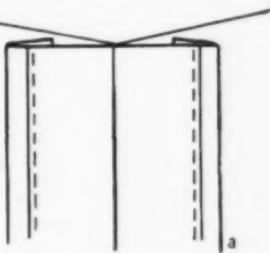
**HERE'S HOW
A SHEATH
TAKES
SHAPE**





1 *Wool jersey* does itself proud in this sheath and the sewing problems are minimized by the uncut waistline, the straight lines. If you want to line the skirt back with firm cotton or taffeta (waistline casing should be of the same fabric) use dress pattern piece and cut lining $\frac{1}{4}$ " above lower edge of casing line, and $\frac{1}{2}$ " shorter than hem fold line. Baste top edge and sides of lining to dress back. Handle as one piece in construction. Turn skirt hem over lining. To sew jersey, set machine for a shorter-than-average stitch and use medium tension. Stretch fabric slightly as you stitch. Sew seam tape along the shoulder seams to keep it from stretching.

2 *Cotton* comes forth for spring in a loosely-woven floral print. On this and other similar fabrics, finish the seam edges so they will not ravel. You can do this with a zig-zag machine or you can bind the edges with lightweight cotton as in figure a. To eliminate bulk, don't turn under the raw edge of the binding on the wrong side of the seam allowance.

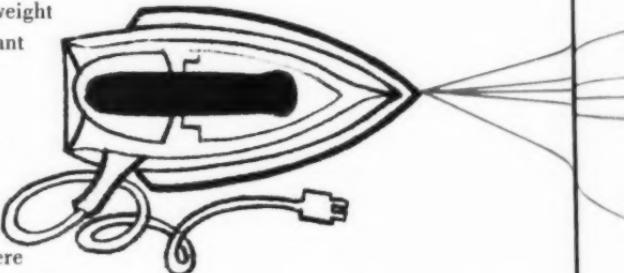


3 *Silk* is another fine idea and it's very easy to handle in this simple design. For a smoother fit, smoother sewing, too, you should line the entire body of the dress with a very lightweight but firm cotton. Use the dress pattern to cut lining but cut it off at the hem fold line. Match lining pieces to dress pieces and handle as one in constructing the garment. Turn skirt hem over lining.

HERE'S HOW TO IRON ON A FINER FINISH

The new iron-on interfacings that are now available help give a professional finish to the small detailed areas of a garment, that are so often the tell-tale points of dress-making. You'll discover these fabrics are easy to apply and can be used in many places.

These non-woven, lightweight interfacings are not meant to solve all interfacing problems — for large areas and some fabrics, you will need other types and weights. The opposite sketch gives you an idea of where you can use this type of fabric.



Because it fuses with the outer fabric, it stabilizes knits and loosely woven fabrics so they don't stretch or fray. For sewing curved edges, you can draw the shape right on the interfacing, cut it, and iron it on the outer fabric — you have a precise folding or stitching line. For zipper placket — just iron a strip to the wrong side of the outer fabric at placket edge and sew in zipper as usual. And a patch of this ironed on for buttonholes eliminates fraying, makes it easy to mark and easier to sew.

Use a flat, firm pressure on the iron — don't push back and forth when you apply the interfacing. Your iron should be set at the temperature for the outer fabric. Allow the interfaced area to cool and set.

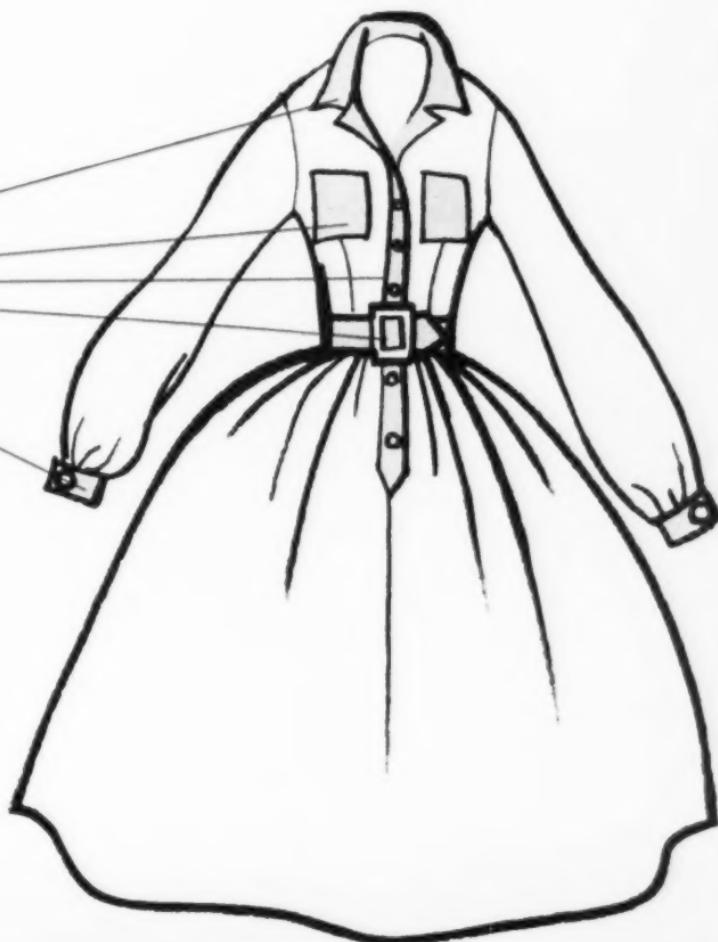
Small collars and tabs — no curl or puckering

Small pockets — sharp edges, easy to shape

Buttonholes — straight, clean edges

Waist band and belts — less bulk, less wrinkling

Cuffs — crisp and trim looking



HERE'S HOW TO HEM YOUR SKIRT

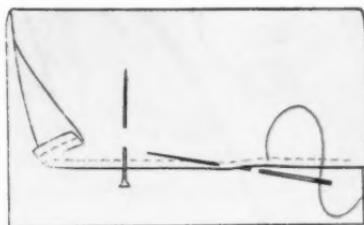
Different fabrics require a different finish for the hem

To prepare a hem, mark your skirt length, turn under at this line and press a crease. Measure an even depth for the hem from this fold and trim edge. To eliminate bulk of seam allowance, trim $\frac{1}{8}$ " from edge to hem fold. To reduce the excess fullness of the edge (if machine stitching is required) sew $\frac{1}{4}$ " from edge, about 10 stitches per inch. Pin hem and pull up the ease thread to fit skirt or pull up a stitch here and there if there isn't much fullness.

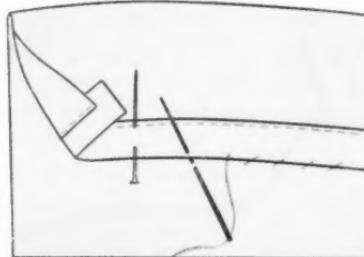
Slip-stitched hem for firmly-woven cotton, silk, or rayon of light or medium weight.

Turn under raw edge and stitch — this is your ease thread.

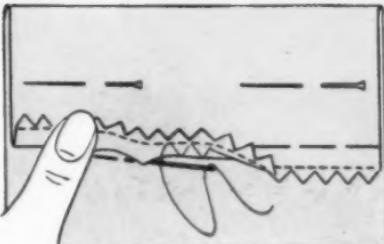
Slip stitch in place.



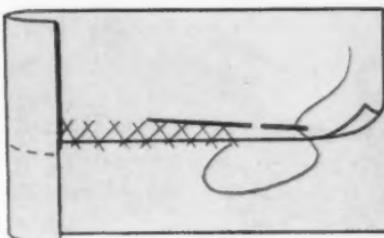
Seam-taped hem for heavy weight fabrics and fabrics that ravel. Stitch tape $\frac{1}{4}$ " from edge. Pull up this stitching to fit and blind-hem to skirt. For flared skirts, case stitch, pull up to fit, then sew on tape.



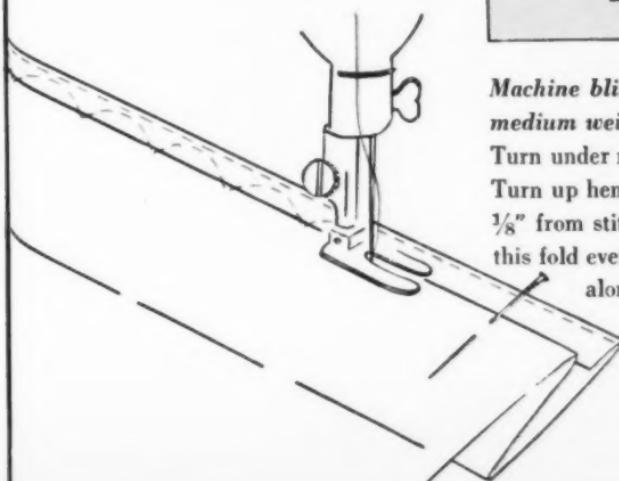
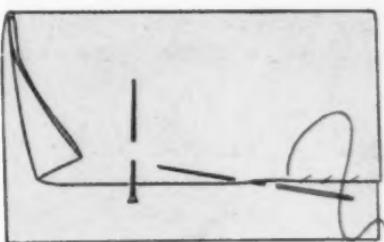
Tailor's hem for heavy, firmly-woven woolens and jerseys. Stitch and pink edge. Baste hem 1" from edge. Pull up stitching and steam shrink. Turn edge back $\frac{1}{4}$ " and catch to skirt — a stitch in underside of hem, then one in skirt.



Catch-stitched hem for woolens or heavy fabrics where no tape is desired such as lined coat hems and infants garments. Work from left to right. Loosely catch one thread in hem, right to left, then one in skirt.



Double fold hem for sheer fabrics. When measuring hem depth, allow twice the depth. Fold raw edge to marked skirt length, then fold again and slip-stitch in place.



Machine blind-stitched hem for medium weight, firmly-woven cottons. Turn under raw edge and stitch. Turn up hem. Fold skirt back about $\frac{1}{8}$ " from stitched edge and pin. Catch this fold every few stitches as you sew along extended stitched edge.



**HERE'S
HOW TO
TOP IT ALL**



We've shown you this delightful hat in the Simple-to-Make and the Color Stories. Here are four more — pretty proof that it can be made up in almost any fabric.

1. Stark white pique makes a sparkling headline for spring. Add to this a jewel-toned velvet bow
2. Checked silk organza, ringed in a satin rope — an airy touch to greet spring
3. Heavy linen accents the softly gathered lines of this hat
4. Silk taffeta for dressier occasions — this time a profusion of flowers

This fit-all hat takes only one yard of fabric (if you cut it from the same fabric as your dress or suit, it will probably take less), 22" of round elastic, and 22" of cording.

Follow diagram measurements to cut your hat. If fabric is lightweight, cut two crowns as shown. Make cording strip and sew it around edge of crown. Fold side and brim piece in half lengthwise and, on wrong side, mark this fold. Now join the short ends — this is center back. Turn under one raw edge of this piece $\frac{1}{2}$ " and stitch. Fold this edge to meet lengthwise fold mark and sew along edge, allowing an opening at center back to insert elastic. Sew $\frac{1}{4}$ " toward fold for casing. Insert elastic and securely knot the ends — about 2" of elastic has been allowed for knot. Sew casing closed. Gather other raw edge to fit crown and sew it to crown. Now experiment with trims — buttons or bows, band or flowers — it's your creation.



Modern Miss

Chances are the Easter Bunny is no longer #1 man in your life, but chances are he inspires all sorts of reasons for looking bright and beautiful during the holidays. For Sunday dressing or joining friends in an egg-hunt, you'll love wearing our Easter outfits—each prettier than the next!

Opposite: lollipop stripes make bright tracks up and down a jaunty two-piece dress—the cropped over-blouse lines up horizontally to a wide bow tie, the slim skirt switches to vertical stripings for a slenderizing effect... perfect for party get-togethers during Easter vacation. Made from Crestwood's nubby rayon and cotton blend. Simple-to-Make 3799, 10-16, 45¢.

Backviews begin on page 218; yardages, page 221; shopping information, page 223



3799

MODERN MISS

**SUNDAY
DRESSING**



Flowers for the ladies . . . compliments of a friend who thinks their dresses deserve highest admiration!
Left: ready for town, a wide-skirted dress of Celanese Arnel (Indian Head). The fabric — a variation of a glen plaid. 3511, 11-18, 65¢. Buttons, LaMode.
Near right: bouquet-inspiring, this gay red shirtdress trimmed in striped ribbon. Arnel and cotton blend (Fabrex). 3513, 11-18, 60¢. Far right: a sharp contrast — the black-and-white medallion print in Arnel and rayon blend (Folker), for a Simple-to-Make dress proportioned to your measurements. 3780, 10-20, 50¢.



3513

3780



MODERN MISS

**ON THE
AVENUE**

**IN OVERBLOUSES
AND SKIRTS**

3801

*Hatching here . . .
the brand-new look
of tops and skirts,
fresh and gay for
Easter-parading.*

*Left: bright
pastel flowers
dance on an Arnel
denim (Concord).*

*Blouse gently
nips the waist over a
skirt, softly pleated.*

3801, 11-18, 60¢.

Shoes, Pappagallo.

*Near right: cropped for
comfort, a pretty top
which buttons down the
back above a belted, straight
skirt. 3675, 11-18, 65¢.*

Daisy pins, Accessocraft.

*Far right: in tiny
checks, a tunic blouse is
fashionably sashed over a
box-pleated skirt. 3604, 11-18, 65¢.*

Both fabrics, blends by Reltex.



MODERN MISS
SUITED FOR
A COLORFUL SPRING



3790

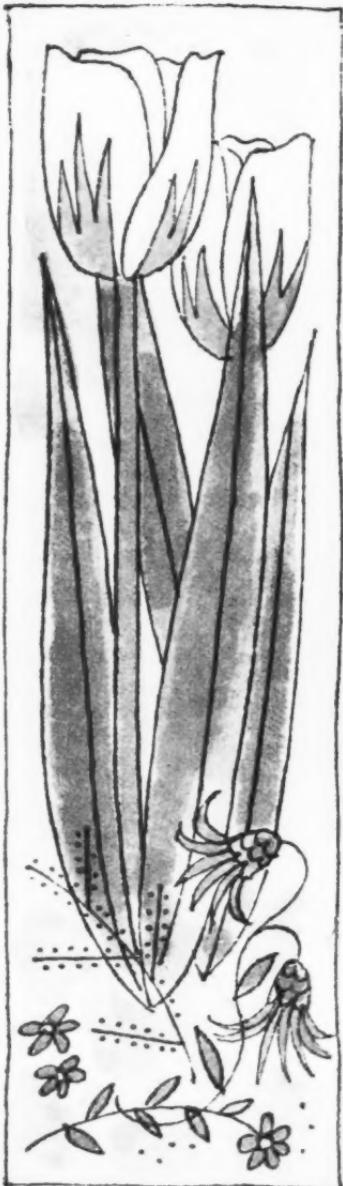
*Hats off
to these marvelous
Easter costumes!
Left: a jacketed dress
in caramel-and-white
plaid blend by
Rosewood, 3790,
11-18, 65¢. Near right:
brilliant colorings for
the big promenade — a
Chanel-like suit and
overblouse in a blend
by Crown, 3579, 11-18, 65¢.
Far right: variation of
pattern on opposite page,
here in a solid jacket
and hound's tooth checked
dress with pleated skirt.
Arnel and Avron (Crown).*





3579

3790





Flowering FASHIONS FOR Sub-teens

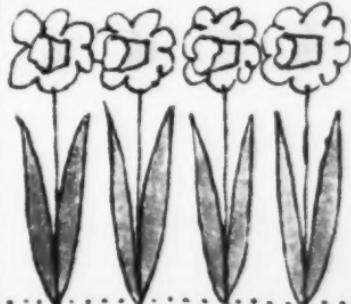
Here is a garden-full of enchanting clothes, gathered together especially for you, who, more than anyone else, enjoy Spring's bright gay colors with sunshiny freshness!

Left, the important jacketed dress in a lovely shade of turquoise has capped sleeves and a gathered skirt. In stain resistant cotton poplin (Mission Valley). 3819, 8s-14s, 50¢.

Right, a crisp new look to welcome the season—overblouse, skirt and short jacket in turquoise and white striped denim (Avondale). 3814, 8s-14s, 50¢.



Backviews begin on page 218; yard-ages, page 221





FLOWERING FASHIONS FOR SUB-TEENS

It's lilac time!

Top left, appliquéd on a swinging circular skirt of heliotrope — a kitty in lavender and white checks, matching the man-tailored shirt above. 3771, 8s-14s, 50¢.

Bottom left, subject for smart students — an overblouse sashed above a pleated skirt in a pert violet, turquoise and white check. 3656, 8s-14s, 50¢. wash and wear cottons, George Wood.



Top right, soft and delicate as sprigs of lilac, this tablecloth checked jumper with a deepened V-neck and blouse. Ameritex cotton and Arnel blend. 3655, 8s-14s, 50¢.

Bottom right, three to make ready — for springtime fun, white shirt under a cropped top and pleated skirt in hyacinth and white striped check. Ameritex cotton. 3683, 8s-14s, 45¢.



71

ROCK



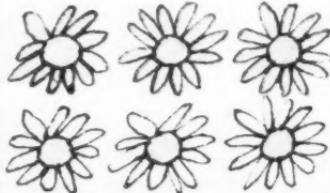
FLOWERING FASHIONS FOR SUB-TEENS

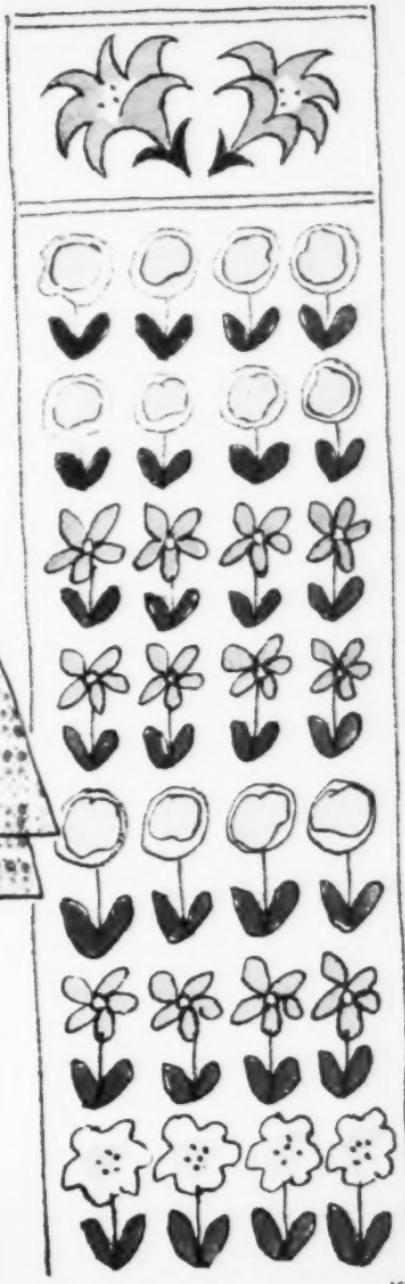
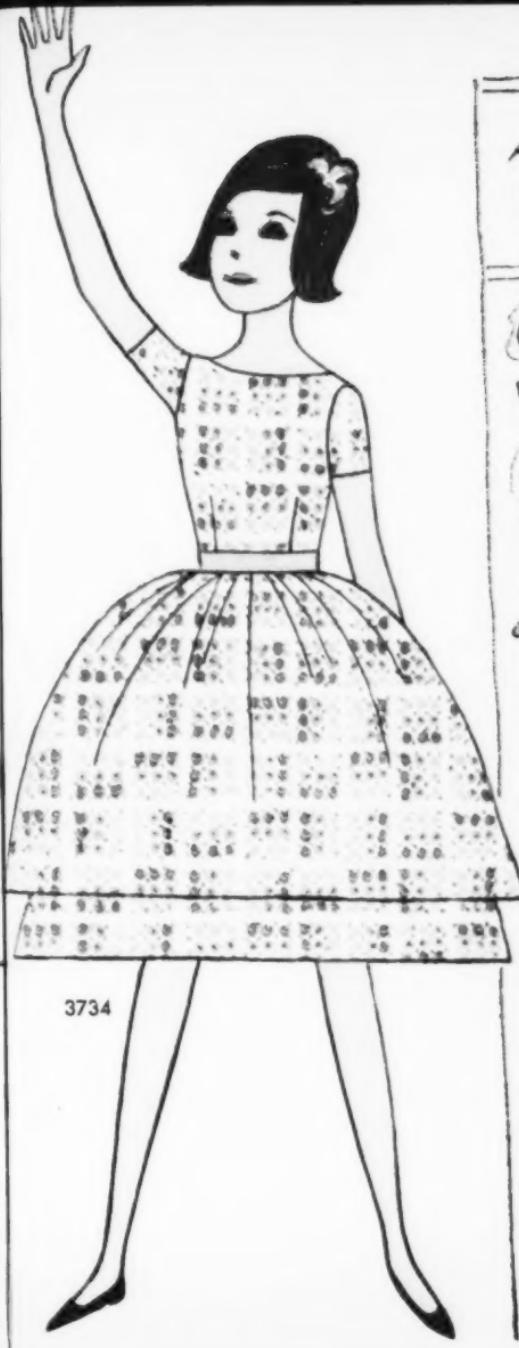
Buttercup and daisy yellows — perennial favorites for dress-up time, so very light and pretty.



Left, a party dress of embroidered batiste (Dumari) with a slightly scooped neck and sashed waist, features a mock apron for added daintiness and gaiety. Simple-to-Make 3817, 8s-14s, 50¢.

Right, sprinkled with little yellow flowers, a Gilbrae Everglaze cotton (Ely & Walker) is styled with a bateau neckline and flouncing attached overskirt—this dress just smiles with Spring. 3734, 8s-14s, 50¢.







Photographed at Freedomland, USA by Francesco Scavullo



FREEDOM- LAND, U.S.A.

Now that Spring is here again, we're celebrating its return by going to Freedomland USA to show you exciting new clothes with all the adventure, imagination and pure prettiness children love so much. There are crocus-colored organdies over princess-wide crinolines, hopscotch plaids and checks, many in crease-resistant fabrics so perfect for energetic "make-believers". The youngsters will adore pinafores and smocks in cute animal and flower prints—and for special occasions, coat-dress ensembles and suits like Mommy's. Come along with us to see our amazingly low cost clothes — it's all in a day's play! **Merry-go-round** violet in pin cord over a balloon printed dress. Both wash 'n wear cottons (Riegel) about a \$1.00 per yard. 3804, 7-14, 50¢.



3759

3686

Aboard the riverboat, what elegant little passengers! Little sister is in buttercup yellow organdy and dotted Swiss, about 69¢ and 79¢ per yard. 3759, 1-6, 45¢. Big sister in a lilac organdy dream, about 69¢ per yard. 3686, 7-14, 50¢. $\frac{3}{4}$ yard of extra fabric needed for hat 3707, 50¢. All fabrics, William Simpson.



3808

3727

The big paddlewheel is all the excitement here. Left, an adorable dress, with tiered skirt. 3808, 1-6, 40¢. Right, a light aqua dress with Emanuel Roth trimming. 3727, 1-6, 40¢. Both cotton organdies, about 69¢ per yard, William Simpson. Backviews on page 216; yardages, page 217; shopping information, page 224.



3728

3726

The stagecoach is coming, and pioneering in fashions, our two little heroines. Left, pale orange, yellow and grey checked cotton (Avondale), about \$1.19 per yard, with Trimtex rickrack. 3728, 7-14. 50c. Right, dress with lowered waist and pleats, Reltex Celanese Arnel and cotton, about \$1.29 per yard. 3726, 7-14. 50¢.



3696

3687

Wild and wooly antics go hand-in-hand with easy, two-piece outfits. Left, washable rayon culottes in tablecloth checks, about \$1.39 per yard. Rayon top, about \$1.19 per yard. Fabrics, Reltex. 3696, 7-14, 50¢. Right, checked jumper, about \$1.00 per yard; blouse, about 89¢ per yard. Both chambrays by Avondale. 3687, 7-14, 50¢.

This modern age calls for fast pacing sportsclothes! Our horseless carriage riders have the "top-down" blues in their billowy jumpers and puffy-sleeved blouses. Below, Wm. Wright rickrack decorates a Dior blue jumper of Bates disciplined cotton, about \$1.29 per yard. 3724, 1-6, 45¢. B. G. E. Originales buttons.



Back seat drivers have a word to say, too! Standing on the running board, she's wearing an appliquéd jumper over a polka-dot blouse with three-quarter length sleeves. 3692, 2-6, 50¢. On seat, a demure miss in a high-waisted skirt with shoulder straps. 3650, 1-6, 45¢. All fabrics, Quadriga Cloth by Ely & Walker, about 59¢ per yd.





"Ding, ding, ding goes the trolley," and we're off to see the fair. Left, a gay three-piece ensemble—the coat in Burlington wool and nylon blend, about \$2.98 per yard. 3803, 1-6, 50¢. Right, a flowery fresh dress and jacket, trimmed in Wm. Wright eyelet. 3729, 1-6, 50¢. Both dresses, Wm. Anderson cotton, about 89¢ per yard.



Love at first sight, how can these darling clothes help but attract attention! He is wearing an Eton styled corduroy suit (Crompton), about \$1.49 per yard. 1019, 2-8, 50¢. Her printed coat, about \$1.49 per yard, is worn over a bright green dress, about \$1.39 per yard. 3833, 1-6, 50¢. Both Drip Dry cottons by Crompton.

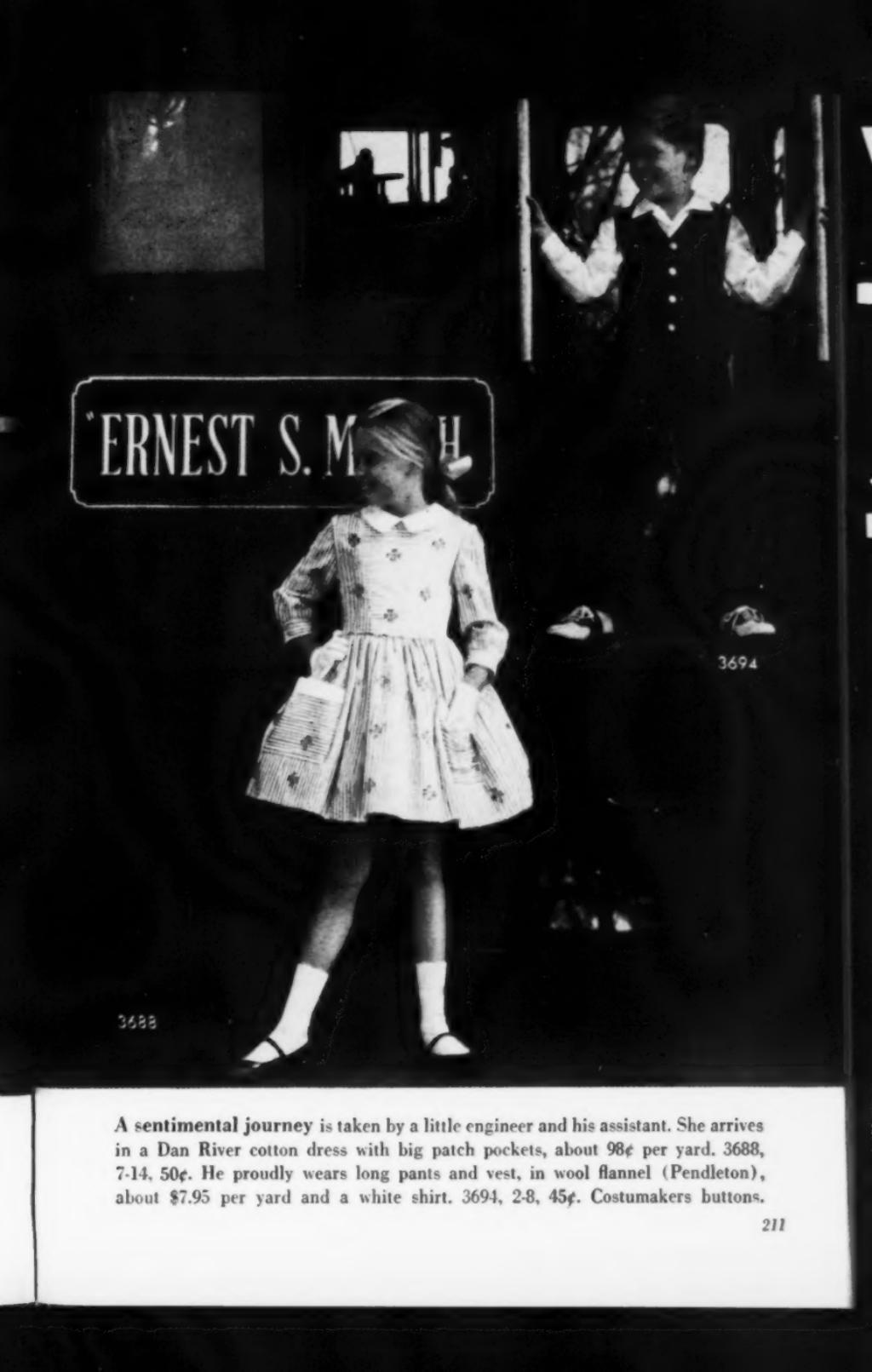


3648



3761

Riding the rails on the Sante Fe, locomotive admirers are well protected with cover-all aprons, about \$1.19 per yard. Left, underneath she wears a long-sleeved, striped dress, about \$1.19 per yard. 3648, 1-6, 50¢. Right, in flowered stripes, about \$1.59 per yard. 3761, 7-14, 50¢. Everglaze cottons, by Peter Pan.



"ERNEST S. M. H.

3688

3694

A sentimental journey is taken by a little engineer and his assistant. She arrives in a Dan River cotton dress with big patch pockets, about 98¢ per yard. 3688, 7-14, 50¢. He proudly wears long pants and vest, in wool flannel (Pendleton), about \$7.95 per yard and a white shirt. 3694, 2-8, 45¢. Costumakers buttons.

A "sweet-two" who can't resist the best things in life like these look-alike Easter suits. Skirts have unpressed box pleats, jackets cropped to sashed waists. In a wool and nylon blend (Carletex) with Dylanize finish, about \$3.98 per yard. Keybak interfacing. Mother, 3823, 11-18, 65¢. Daughter, 3824, 4-14, 50¢.



Mother and daughter solve a dress problem by wearing the same darling two-piece outfits, scoring a double hit! In navy wrinkle-resistant Flaxspun linen by McBratney, about \$2.29 per yard. The top, buttoning down the back, is worn over a gently pleated skirt. Mother, 3801, 11-18, 60¢. Daughter, 3809, 7-14, 50¢.



Lavender is the winner, color favorite for these charming children's smocks and play-clothes. Below, a lavender blue dress, about \$1.19 per yard, under an animal cage print apron, about 69¢ per yard. Both in ABC crease-resistant cottons. 3649, 1/2-3, 50¢. Right, on horseback, lavender cotton smock and pants, edged in Wm. Wright eyelet. 3725, 1/2-3, 45¢.

Standing, dress in same lavender fabric, about \$1.29 per yard, under a smock printed with darling fishes and birds, about 79¢ per yard. 3697, 2-6, 50¢. All fabrics, M. Lowenstein.





3697

BACKVIEWS for styles shown on pages 200 through 215



APPROXIMATE YARDAGES

*for pages
200 through 215*

All Simplicity Patterns are printed. Patterns are 35, 45, 50, 60, or 65 cents. Yardages are given here in only one size to serve as estimates. Check yardages for your size on the back of the pattern envelope before buying fabric.

APPROXIMATE YARDAGES						NO. PAGE SIZE YARDS WIDTH			
for pages 200 through 215						3696 205 8 top 7/8 45"			
NO.	PAGE	SIZE	YARDS	WIDTH		3697 215 4 blouse & skirt. 2	36"		
1019	209	6	2 1/2	36"		3697 215 4 culottes 2 1/8	45"		
3648	210	4	dress	2 1/8	36"	3724 206 4 apron 1 3/8	36"		
			apron	1 1/8	36"	3725 215 2 blouse 3/4	45"		
3649	214	2	dress	1 1/8	36"	3726 204 8 jumper 1 1/8	36"		
			apron	5/8	36"	3727 203 4	36"		
3650	207	4	blouse	3/4	36"	3728 204 8	36"		
			skirt	1 1/4	36"	3729 208 4	36"		
3686	202	8	3 1/4	36"	3759 202 4 front panel 5/8	36"		
3687	205	8	blouse	1 1/2	36"		3661 210 8 sides and back. 2	36"	
			jumper	2 1/4	45"	3761 210 8 dress 2 7/8	36"		
3688	211	8	2 1/2	45"	3801 213 14 apron 2 1/4	36"		
3692	207	4	blouse	1	36"	3803 208 4	36"		
			jumper	2 1/8	36"	3804 200 8 coat and hat. 1 1/8	54"		
3694	211	6	shirt	1 1/8	45"		3808 203 4 dress 2	36"	
			suit	2	54"	3809 213 8 coat 1 1/8	36"		
						3823 212 14 dress 2 3/4	36"		
						3824 212 8 jacket and skirt 3 1/2	54"		
						3833 209 4 bodice 1 1/4	36"		
						3824 212 8 jacket and skirt 2 3/8	54"		
						3833 209 4 bodice 1	36"		
						3833 209 4 coat 2	36"		
						3833 209 4 dress 1 1/2	36"		

BACKVIEWS for styles shown on pages 58 through 199

Cover



3825



2195



3257



3435



3511



3513



3561



3579



3579



3579



3580



3604 3604



3624



3636



3637



3637



3641



3643



3655



3655



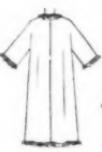
3656



3656



3664



3665



3665



3667



3670



3671



3672



3674



3675



3675



3681



3683



3683



3683



3698



3703



3703



3704



3704



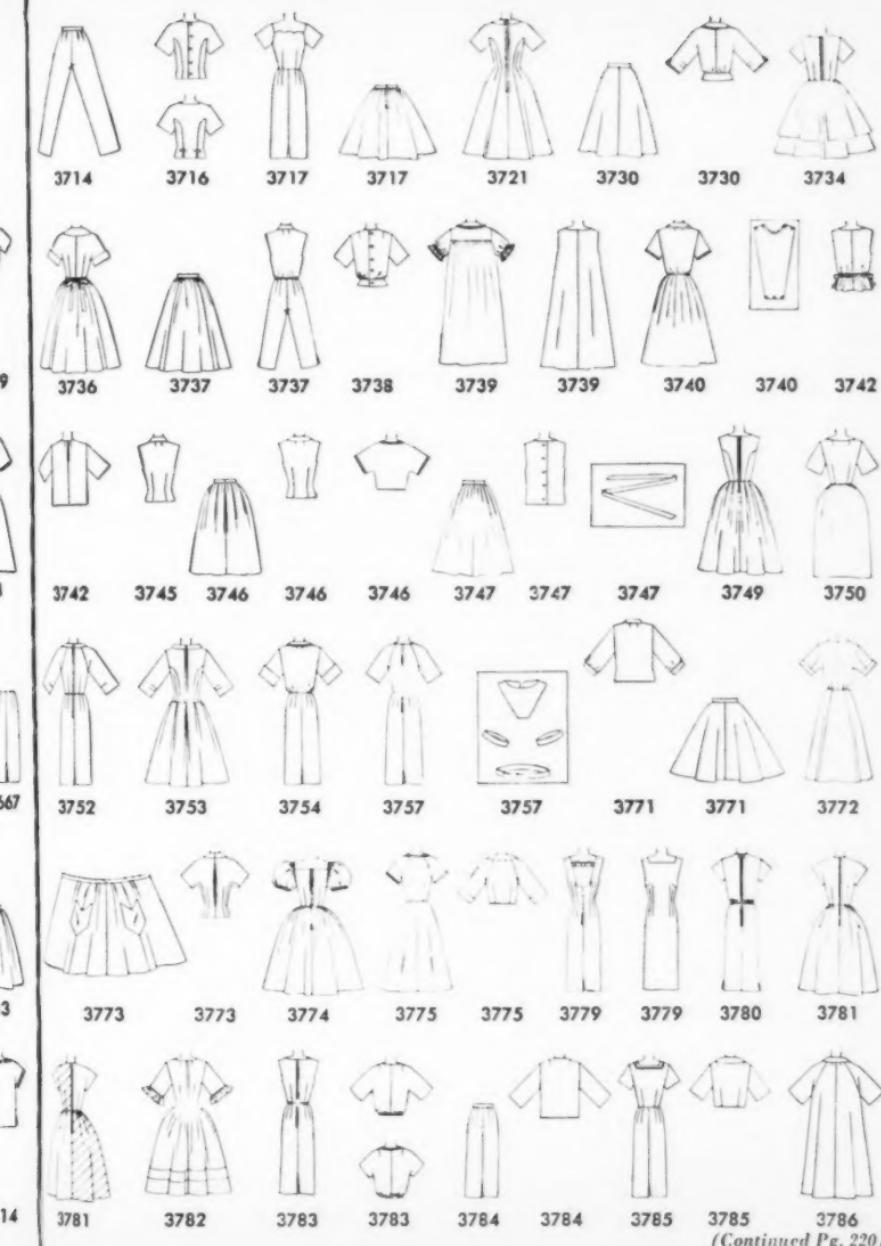
3707



3711



3714



(Continued Pg. 220)

(Continued from Pg. 219)



APPROXIMATE YARDAGES

for pages
58 through 199

All Simplicity Patterns are printed. Patterns are 35, 45, 50, 60, or 65 cents. Yardages are given here in only one size to serve as estimates. Check yardages for your size on the back of the pattern envelope before buying fabric.

NO.	PAGE	SIZE	YARDS	WIDTH
3665	132	14	3 1/2	36"
3667	174	14	4 3/4	36"
3670	151	14	2 7/8	45"
3671	159	14 1/2	3 1/4	45"
3672	158	14 1/2	3 3/4	36"
3674	113	14	2	36"
3675	191	14	top and skirt. 2 5/8	45"
	108	14	overblouse and skirt	2 3/4 45"
3676	152	26	2 3/4	36"
3681	162	14	3 7/8	45"
3683	197	10s	blouse 1 3/4	36"
			top and skirt. 2 7/8	45"
3698	86	14	2 7/8	36"
3701	164	one	size	3 1/2 36"
			top	1 3/8 36"
			pants	2 1/4 36"
3704	165	8	top	1 36"
			pants	1 3/4 36"
3707	164	8	2	36"
3711	152	14	3 1/2	45"
3714	160	14	overblouse 1 5/8	36"
			pants	2 3/8 36"
3716	95, 115	14	1 1/4	36"
3717	120	14	4 1/4	45"
3721	150	14	4	45"
3730	155	14 1/2	4 7/8	36"
3734	199	10s	5 3/8	36"
3736	167	14	5 3/8	36"
3737	169	14	coverall 3 1/8	36"
			overskirt 2 3/4	36"
3738	114	14	1 3/8	45"
3739	168	14	nightgown 3 3/8	36"
			robe 2 3/8	45"
96, 129	14	culottes 3 1/2	36"	
3641	105	14	4 1/4	36"
3643	163	14	4 1/4	45"
3655	197	10s	blouse 1 3/8	36"
			jumper 3 1/2	36"
3656	196	10s	113	14
3664	166	14	3745	114 14
			blouse 1 3/8	45"
			blouse 1 1/4	45"

(Continued on page 222)

(Continued from page 221)

NO.	PAGE	SIZE	YARDS	WIDTH	NO.	PAGE	SIZE	YARDS	WIDTH
		top and skirt .	3 $\frac{1}{2}$	45"	3794	67	14	41 $\frac{1}{4}$	45"
3747	76	14	3 $\frac{1}{2}$	45"	3796	72	14	long sleeved .	4 45"
3749	69	14	3 $\frac{1}{2}$	46"		133	14	short sleeved .	4 $\frac{1}{2}$ 36"
3750	88	14	bodice .	1 $\frac{1}{2}$ 45"	3797	84	14	dress .	3 $\frac{1}{8}$ 36"
		skirt .	1 $\frac{1}{4}$	45"				hat .	7 $\frac{1}{2}$ 36"
3752	109	14		3 $\frac{1}{2}$ 36"				handbag .	1 36"
3753	143	14		3 $\frac{1}{2}$ 45"	3799	102, 187	14		3 $\frac{1}{8}$ 45"
3754	72	14		3 45"	3801	80, 190	14		4 $\frac{1}{4}$ 36"
3757	156	14 $\frac{1}{2}$		2 $\frac{1}{8}$ 45"	3805	77	14	overblouse .	2 $\frac{1}{4}$ 36"
3771	196	10s	blouse .	1 $\frac{1}{2}$ 36"				pants .	2 $\frac{1}{4}$ 36"
			skirt .	2 $\frac{1}{4}$ 36"	3812	170	14	short sleeved	
3772	153	14		4 $\frac{1}{4}$ 36"				top and skirt .	3 $\frac{1}{2}$ 45"
3773	153	14	blouse .	2 $\frac{1}{2}$ 36"		171	14	3 $\frac{1}{4}$ sleeved top	
			skirt .	3 $\frac{1}{8}$ 36"				and skirt .	3 $\frac{1}{4}$ 45"
3774	98	14		4 $\frac{1}{8}$ 45"	3813	172, 173	14	top .	3 $\frac{1}{8}$ 36"
3775	148	14		4 54"		172	14	pants .	2 $\frac{1}{2}$ 36"
3779	145	14		2 45"	3814	195	10s	overblouse .	1 $\frac{1}{2}$ 36"
3780	80, 103,							suit .	3 $\frac{1}{8}$ 36"
	178, 189	14		2 $\frac{1}{8}$ 45"	3815	66	14		3 $\frac{1}{4}$ 36"
3781	130	14	light color .	1 $\frac{1}{2}$ 45"	3816	74	14		3 $\frac{1}{2}$ 36"
	130	14	dark color .	1 $\frac{1}{2}$ 45"	3817	198	10s		3 $\frac{1}{4}$ 36"
	177	14	dress .	3 36"	3819	194	10s		4 45"
3782	99	14		3 $\frac{1}{2}$ 45"	3820	132	14		3 45"
3783	81, 125	14	jacket .	1 $\frac{1}{8}$ 36"	3821	94	14	dress .	3 45"
			dress .	2 $\frac{1}{4}$ 36"		131	14	upper bodice .	1 $\frac{1}{2}$ 45"
3784	95, 115	14		2 $\frac{1}{8}$ 54"	131	14	lower bodice .		
3785	157	14 $\frac{1}{2}$		4 $\frac{1}{4}$ 45"			and skirt .	2 45"	Han
3786	60	14		3 $\frac{1}{4}$ 54"	3825	Cover	14		3 45"
3787	61	14	overblouse .	1 45"	3826	141	14		3 $\frac{1}{2}$ 54"
			suit .	3 $\frac{1}{2}$ 54"	3829	62	14		3 $\frac{1}{4}$ 45"
3788	154	14 $\frac{1}{2}$	dress .	2 $\frac{1}{8}$ 45"	3830	65	14		4 54"
			coat .	3 $\frac{1}{8}$ 45"	3831	91	14		Pages Ingber
3789	149	14	dress .	2 $\frac{1}{4}$ 45"	3832	147	14		Pages Jana H
			coat .	2 $\frac{1}{8}$ 54"	3834	101	26		Pages
3790	192	15	slim skirted		3835	97	26		1 $\frac{1}{2}$ 36"
			dress & jacket .	5 36"	3836	117	14	dress .	2 $\frac{1}{2}$ 45"
	122, 193	14	full skirted					coat .	3 $\frac{1}{8}$ 54"
			dress .	3 $\frac{1}{8}$ 45"	3838	63	14		Back c
	122, 193	14	jacket .	1 $\frac{1}{8}$ 45"	3841	64	14		96, 97
3791	68	14		2 $\frac{1}{8}$ 36"				dress .	Pappag
3793	126	14		2 $\frac{1}{8}$ 45"	3842	79	14		Page 7
								coat .	Bristol
									Bris
									Pages
									130, Capeze

SHOPPING INFORMATION

For Spring 1961

If you would like information regarding the store in your vicinity which carries accessories featured in this issue, write directly to the manufacturers listed below. (Unless otherwise indicated, all of them are located in New York City.)

Hats

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Madcaps Co., 28 West 39th Street

Pages 61, 65, 106, 151, 157
Dachette Inc., 78 East 56th Street

Page 107
Esperance, 26 East 55th Street

Pages 60, 64, 105, 108, 109, 116, 147
John Frederics Inc., 6 West 57th Street

Pages 79, 94, 95
Mr. John Jr., 24 West 57th Street

Page 149
Miss May Inc., 19 West 57th Street

Handbags

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Dofan Handbags, 33 East 33rd Street

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Ingber Inc., 347 Fifth Avenue

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Jana Handbags Inc., 232 Madison Avenue

Shoes

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Pappagallo Inc., 122 Fifth Avenue

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Bristol Manufacturing Corp.
Bristol, Rhode Island

Pages 87, 88, 91, 108, 111, 116, 121, 125, 129,
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Capezio Inc., 9 West 61st Street

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DeLiso Debs, 25th & Madison Street,
St. Louis 6, Missouri

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LaPiuma Inc., 40 West 20th Street
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I. Miller & Sons Inc., 717 Fifth Avenue

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Sandler of Boston, 350 Fifth Avenue

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Branis Inc., 389 Fifth Avenue

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Cadoro Jewels Co., 389 Fifth Avenue

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Castlecliff Inc., 366 Fifth Avenue

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Coro Inc., 47 West 34th Street

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Sandor Goldberger Inc., 7 West 36th Street

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Laguna, 389 Fifth Avenue

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Marvella, 383 Fifth Avenue

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Richelieu Corp., 393 Fifth Avenue

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Van S Authentics, 10 West 32nd Street

Gloves

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Dawnelle Inc., 16 East 34th Street

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The John E. Fuchs Corp., 14 East 38th Street
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149, 151, 155, 156, 157, 158
Kislav, 437 Fifth Avenue

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Wear-Right Gloves Inc., 244 Madison Avenue

Belts

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Doro Designs Inc., 10 East 38th Street

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(Continued on page 224)

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Hair Ornaments

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"Jiffies" by Holeproof Corp., Marietta, Georgia
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Phoenix Hosiery Co., 200 Madison Avenue

Hosiery

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Cannon Mills, 70 Worth Street
Page 110
Munsingwear Inc., 261 Madison Avenue

Bras and Foundations

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H. W. Gossard Co., 111 N. Canal,
Chicago, Illinois
Page 145
Hollywood Vassarette Co., 261 Madison Avenue
Page 141
Playtex, 350 Fifth Avenue

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Charles of the Ritz, 11 East 58th Street
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Helena Rubinstein, Inc., 655 Fifth Avenue
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The Toni Co., 456 Merchandise Mart,
Chicago, Illinois
Page 138
Tussy Cosmetics, 445 Park Avenue

Cleaning Aids

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Trimmings

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Franken Trimming Corp., 20 West 37th Street
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Loewenthal Trimming Corp., 138 West 31st
Street
Pages 133, 203
Emanuel Roth Co. Inc., 1412 Broadway
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Trimtex Inc., 400 Park Avenue, Williamsport,
Pennsylvania
Pages 206, 208, 214
Wm. Wright & Sons Co., West Warren,
Massachusetts

Children's Section

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Shoes

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Bonnie Doon, Alex. Lee Wallau, Inc.,
11 East 36th Street

Gloves

Pages 200, 203, 204, 205, 210
Fownes Bros. & Co., 411 Fifth Avenue

Crinolines

Pages 200, 202, 203, 207, 208, 210
Arthur Imerman Undergarment Corp.,
1350 Broadway

DRESS LINED WITH KEYBARK. INTERFACING, CANTONI ITALIAN VENETIAN LINING.

BATES
COLOR-KEYS
COTTON
TO YOUR
HIGH
SPIRITS

!

Simplicity Pattern #3628

What a wonderful way to merrymake! In a dancing swirl of Mardi Gras tones, at their gaudy best. It's Bates "Carnival" print—*Super-Disciplined* to stay forever vibrant, won't shrink or wrinkle, loves to be washed. You think sewing fun? You'll think it's double fun when the fabric is Bates. Fine stores, or write Bates Fabrics, 112 W. 34 St., N.Y. 1, N.Y.

 **Bates**[®]
SUPER-DISCIPLINED COTTON

Simplicity

Inside
Predictions
for Springtime
U.S.A.:

Bold colors
Fabulous fabrics
Lively stripes

Children at
Freedomland

Women's
wardrobe

Simple-to-make
fashions...plus

Here's-How
sewing hints
Beauty buys

3825



